

DIRECTOR'S REPORT
WVLS Board of Trustees Meeting
January 19, 2019

CORRESPONDANCE

- In late November 2018, DPI informed WVLS that our 2019 system plan was approved and that our first (of two) 2019 state aid payments was released. The first payment of \$681,518 was transferred electronically into a WVLS investment account at that time.
- WVLS received official notifications that appointments have been renewed for **Louise Olszewski** (Clark County), **Peg Jopek** (Langlade County) and **Sonja Ackerman** and **Michael Otten** (Marathon County).
- In early December, WVLS sent Public Library Certification letters to member library directors reminding them to submit their 2018 continuing education activity reports to WVLS by the end of the year. Copies of the letter were also sent to member library board presidents.
- **Jamie Matczak** received a request from **Josh Haidet**, Executive Director of the Mid-Mississippi Regional Library System, to share her 2017 ARSL (Association of Rural and Small Libraries) Conference presentation "Creating Top Notch Service at Your Library" with him. He thought her presentation was excellent and wanted to do a similar presentation for his staff.
- **Joshua Klingbeil** received an email from Milltown Public Library Director **Bea Volgren** for all he did to help the library get a FY2019 Teach Infrastructure Grant.
- The WVLS Digital Byte "*Top Tech Tools*" was recently announced in the South Central Library System's "TechBits" blog. The 6-minute video features **Jamie Matczak** sharing her eight favorite tech tools and how they might be helpful in library work.
- **Marla Sepnafski** received a thank you card from Tomahawk Public Library Director **Heidi O'Hare** for the help provided in 2018. Also, a card was received from former Withee Public Library Director **Teresa Miniatt** for all the help and support provided to her while she was director. Teresa stated, "I learned so much from WVLS and I look forward to using that knowledge for the rest of my career."
- **WVLS** received a letter from WLA (Wisconsin Library Association) Conference Liaison **Brigitte Rupp Vacha** on behalf of the Conference Planning Committee for the WVLS contribution of \$250 for the 2018 annual conference.

PEOPLE and LIBRARIES IN THE NEWS

Minocqua Public Library Director **Mary Taylor** has announced her retirement. Her last day at the library will be contingent on the outcome of the Minocqua Public Library Board's search for her replacement.

Katie Zimmerman, Youth Services Collection Specialist at Marathon County Public Library and student at UW-Madison Information School, will be completing a 120 hour field project with WVLS during the spring 2019 semester. The focuses of her field work will be in the areas of ILS database maintenance, structures and metadata; data analysis and creating compelling summaries and visualizations about that data for marketing and decision-making purposes; and creating MARC records, and evaluating and modifying bibliographic records. **Kyle Schulz** and **Rachel Metzler** will work closely with Katie over the duration of the project.

The **Wisconsin Small Libraries (WISL)** section of the Wisconsin Library Association introduced **Cara Hart**, Neillsville Public Library Director, in its "November Librarian of the Month" email to WISL members.

Jamie Matczak was asked by the iSchool at UW-Madison to independently teach a continuing education class called "[Creating Positive Library Work Environments](#)" in February. The class will focus on how to have engaged and positive employees in the library. It's a four-week, pass/fail, online course, available for public librarians. Successfully completing the class gives public library directors 14 contact hours toward public library certification. Jamie has taught over 10 continuing education classes for the iSchool since 2014.

Rachel Metzler has been asked to participate on a committee for a community-organized event, **The Central Wisconsin Book Festival**. In previous years this festival was spearheaded by members of MCPL and UW – Stevens Point (Wausau staff). This year, this committee will be joined by staff from Marathon County Parks Department, D.C. Everest School District, Wausau Daily Herald, and WVLS. The festival is tentatively scheduled for September 2019.

Also, **Rachel** has been hired by *VOYA* (Voice of Youth Advocates) magazine to write the review column AudioTalk. This column will be published in the February, June, and October issues. Look for her first column soon!

The **Colby Community Library** was mentioned in *Library Journal's* Architecture 2018, a segment which showcases academic and public library building projects completed between July 1, 2017 and June 30, 2018. According to the *LJ* article, "[These libraries] shout 'today' and embrace a 21st-century aesthetic even in historic structures". In the feature article "*Modern Times: Library spaces that honor the past while moving full steam ahead*", author Bette Lee Fox wrote: "The Colby Community Library, WI, sits on a five-acre lot in the city famous for cheese, with an outdoor amphitheater for programming and performances. There are stained glass windows, a fireplace, and hand-applied magazine ads from the 1930s-60s as wall coverings, in addition to a full kitchen in the community room and STEAM activities." The full Architecture 2018 segment may be found in the November 15, 2018 issue of *Library Journal* or on the *LJ* website at <https://www.libraryjournal.com/?detailStory=LJNov15ArchitectureGallery6>.

WVLS PROJECTS

Continuing Education

Coming Soon!

The 2019 Wild Wisconsin Winter Web Conference (WWWWC) 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.

As of January 9, **1,726** attendees were registered, which is an average of 123 attendees per session. **Theresa Schoeman**, Marketing and Project Support Librarian from the **University of Cape Town (South Africa)**, heard about the conference from WWWWC presenter Kathy Dempsey, and mentioned to her that she is going to encourage students from the university to listen in! WOW!

For more information, and to register, visit <http://www.wildwiscwinterweb.com>.

More Upcoming Workshops and Webinars

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

- [Reflections of a Public Library Director](#) (webinar), 1 p.m., January 31
- A webinar on Outdoor Learning with librarians in Indiana.
- [Overcoming the Email Avalanche: Three Steps to an Empty Inbox](#) (webinar) 10 a.m., March 20
- [From Inbox to Completion: The Secrets to Successful Workflow](#), (webinar) 10 a.m., March 27
- Creativity and Aging: Arts Education for Older Adults (workshop), Friday, April 5, Rice Lake
- A STEAM/STEM workshop with Madison Public Library's Bubbler Team
- 2019 WVLS Director's Retreat, Thursday, Sept. 26
- Tech Days Workshops, Nov. 4-7

- 2-3 webinars with a marketing focus (Fall 2019)

Past Workshops

"Rethinking Programming," a 30-minute webinar given by Tomahawk Library Director and WVLS Professional Development Scholar **Heidi O'Hare**, occurred on Wednesday, January 9. There were 42 attendees, and the feedback was positive. Heidi gave a well-prepared, thoughtful and visually-stimulating presentation.

The **NWLS Winter Retreat** took place on Friday, December 14 at the Sawmill Saloon in Seeley. This year's retreat focused on self-care, reflection and relaxation. Leah Langby of IFLS led the morning presentation on self-care. Jamie led the afternoon portion on journaling and meditation. The evaluations were positive. One person wrote, "This was a positive, much-needed workshop. It will be very helpful to my position."

The **WVLS Peer Training Day** took place on Thursday, November 15 at the Thorp Public Library. The morning focused on technology, and the afternoon had mini presentations on a variety of topics. The evaluations were positive.

New Partnership!

In 2019, WVLS will be partnering with the Southwest Wisconsin Library System on webinars for their member libraries. (See [Exhibit 18](#))

Technology Projects

Internal Projects

Computer imaging resources and process alignment with IFLS in LEAN WI partnership: **Kiong Lao** is working with **Kris Schwartz** to learn about, document (WVLS specific facets), and implement the partnership's computer imaging and deployment strategy. This is intended to streamline the new computer provisioning process and will also help WVLS be more efficient in expediting support cases requiring a computer to be "factory refreshed."

Internal networking at WVLS offices: WVLS will be removing legacy switches and a legacy router from production use in its local area network to align with recently updated member library networks. A new managed switch is already in production, staged and waiting for an after-hours port migration to be scheduled and implemented. The new router is in staging. As the router replacement will affect WVLS staff and MCPL staff access to datacenter resources (esp. the V-Cat Sierra Server), significant review and testing of configuration (including off-hours testing) will be scheduled prior to production implementation. Formal notice to MCPL and CCIT will be sent prior to testing, and subsequent communications will follow through implementation to ensure continuity of services to MCPL.

Public Library Projects

Three WVLS member libraries and two IFLS member libraries are currently in various stages of renovation projects, from planning to finalization. The LEAN WI partners are directly engaged with four of these libraries and will likely be engaging with the fifth soon, providing technology consultation and advocacy for the directors overseeing these projects.

We will continue working with Rhinelander District Library to wrap up its unique migration from legacy local Active Directory (AD) to the new multi-system converged AD. We are also working with RDL to track down existing software licensing previously implemented and supported by WVLS. We 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. As of this writing, formalization of partnership still needs to be finalized between the directors of the three systems. (See [Exhibit 16](#)) A corresponding adjusted version of the two-partner LEAN WI budget (adopted in 2018), accounting for NWLS as a partner in 2019 has been drafted and proposed for review and approval (See [Exhibit 17](#)).

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.

System Technology Information Database (pending)

- This project is intended to revive and continue in a more regularly maintained manner an information resource regarding the services, applications, and technologies employed and managed by Wisconsin Library Systems. This collection of information has historically been helpful to Systems during processes of service/application review/renewal and or in developing new services.
- The current state of heightened collaborative engagement adds value to an actively maintained service/apps/tech database to help identify other facets for collaboration efforts.

Computer Procurement Cooperative (in discovery – SCLS, LEAN WI, others)

- SCLS is leading discovery with Dell via its account team to develop a strategy for multiple Library Systems to share a single primary service account for purposes of consolidated quote negotiations and uniform procurement experience. The key elements for this goal are the convergence of procurement into a single average annual total (scale/leverage), deduplication and/or availability of efforts, and for individual systems to be able to procure computers and related equipment as needed while having capital and invoices go directly to each system.
- Network Interconnect (in discovery – LEAN WI)

LEAN WI partners are leading discovery including network topology mapping of interested parties, communications with TEACH/BadgerNet, WiscNet, and other Library Systems, and presenting one or more viable strategies for interconnect to the group.

- Enterprise Backup Strategy and Storage Sharing (in discovery – SCLS, LEAN WI, others)
- Several meetings with vendors have occurred.
- One vendor is putting forth a preliminary proposal on 1/10/19.
- Key elements for this goal are deduplication of capital expenditures across multiple Systems, combining/coordinating capital expenditures to establish a durable multi-location service, ensuring equitable access to a critical component in disaster recovery strategies for any interested Wisconsin Library System.

Digitization Kits (in development – SCLS)

- SCLS is leading a coordinated effort with DPI to build a grant-funded uniform pool of digitization kits for interested Library Systems.
- The recipes for the kits, including computers (originally a component with eligibility uncertainty), are established.

ILS Collaboration (pending)

V-Cat / Public Library Annual Reports

An upgrade to the Sierra software in late December to fix a statistical tabulation problem went smoothly. Also, the handoff of cataloging responsibilities and data aggregation from former staff member **Ann Mroczenski** to current staff member **Rachel Metzler** went very well. With the help of the V-Cat Bibliographic Control/Interface Committee, **Kyle Schulz** and **Rachel** plan to implement new cataloging training for WVLS member libraries in the coming year and will be updating and/or creating support materials for that curriculum in the weeks ahead. Steps for adding the Wabeno Public Library to the V-Cat database have been planned. Once the V-Cat agreement is signed by the WVLS Board of Trustees (see Exhibit 15), Kyle will start the process for implementation. The

2019 meetings of the V-Cat Council has been decided. Meetings will be held on February 7, April 4, June 6, September 5 and November 7. At the February meeting the Nominating Committee will present, and the V-Cat Council will elect, a 2019 Vice Chair/2010 Chair Elect.

It has also been all hands on deck to gather Sierra, technology and financial data for public library annual reports as well as the system annual report. Last week, V-Cat related statistics were shared with DPI to download into the online reports, and a 3-page annual report data sheet was emailed to each public library this week. Much thanks to **Kyle Schulz, Rachel Metzler, Jamie Matczak, Joshual Klingbeil** and **Sue Hafemeister** for their hard work to get data to DPI and member libraries in a timely manner.

Projects Update from NEW Staff Member, Rachel Metzler

In addition to the cataloging refresher and Sierra statistics primer provided by Ann Mroczenski in late 2018, WVLS ILS and Database Support Specialist **Rachel Metzler** recently had a formal training on WISCAT, and completed the Gale Course *Introduction to QuickBooks*. She has also spent time getting to know the WVLS databases and their usage statistics. She plans to form a committee in 2019 to investigate the value of the databases WVLS provides to member libraries and their patrons.

Youth Services Update

The opening of the application process for the **2019 WVLS Innovation and Collaboration Grant** was announced in November 2018 via the Monday Mentions email blast, *Digital Lites* blog, and social media, and member libraries were encouraged to apply. Applications for the grant will be accepted until Friday, **February 1**. A three-person selection committee comprised of WVLS Public Library Services Consultant **Anne Hamland**, and two youth services specialists outside the WVLS area, will review all applications, and announce the winning grant by **February 15**.

Also, the annual process of coordinating WVLS member library contract renewals with **Movie Licensing USA (MLUSA)** for the renewal period covering April 2019 through March 2020 is underway. Stay tuned for more information for existing customers and quotes for libraries interested in establishing a contract.

Marketing News

The **Marketing and Communications Cohort**, comprised of representatives from public library systems whose work has a focus on marketing and communications, met at the South Central Library System on Tuesday, November 20. The cohort talked about collaborating on marketing materials for 2019, and decided to submit two marketing sessions for the upcoming WAPL (Wisconsin Association of Public Libraries) Conference in May. The group will meet again in April.

At the meeting, **Jamie Matczak** asked the group about their use of Twitter to market system services and events. Bridges and IFLS, the other two systems that have Twitter accounts, indicated they primarily used Facebook for social media. Based on this feedback and feedback received from other marketing professionals at the Library Marketing and Communications Conference, the decision was made to **close the WVLS Twitter account**. WVLS will continue to use Facebook to market system services, member library events, and library news. WVLS also has a YouTube channel that hosts webinar recordings, how-to videos, and *Digital Bytes* trainings.

WLA Membership/Professional Development and ARSL Conference Scholarships

WVLS will offer three WLA Membership/Professional Development scholarships to member library colleagues in 2019. This year, WVLS will set aside one scholarship for a colleague who works

specifically in the area of youth services. This scholarship will offer \$500 toward attendance at either the WAPL (Wisconsin Association of Public Libraries) Conference in Rothschild this spring, or the WLA Conference in WI Dells this fall, and a one-year membership to WLA. WVLS will also offer ARSL Conference scholarships, valued at \$1,600, to four member library directors/branch administrators, to attend the ARSL Conference on Sept. 4-7 in Burlington, VT. Applications for both scholarships will be posted in early February.

LEGISLATIVE UPDATE

State Government Transitions: Governor Tony Evers, Lt. Governor Mandela Barnes, Attorney General Josh Kaul, State Treasurer Sarah Godlewski and Secretary of State Doug La Follette were sworn into office on January 7. Kaul, Godlewski and La Follette are all (and the only) members of the Board of Commissioners of Public Lands which administers the Common School Fund benefitting Wisconsin public school libraries. Governor Evers appointed **Carolyn Stanford Taylor** as his successor to head the Department of Public Instruction as State Superintendent. Taylor has been Assistant Superintendent of the Division for Learning Support since 2001. WLA 2018 Legislator of the Year, 35th Assembly District Representative Mary Felzkowski (R-Irma) was elected Assistant Majority Leader and is stepping off the Joint Finance Committee (JFC). Freshman Assembly Representative Jesse James (R-Altoona) has been elected to the 68th District formerly represented by new 23rd District Senator Kathleen Bernier (R-Lake Hallie).

State Budget: Members of the WLA Library Development and Legislation (LD&L) Committee Budget Team have begun meeting with members of JFC and other legislative leaders to acquaint them with 2019-2021 biennial budget requests for state aid to libraries. Kris Adams Wendt attended one of these meetings with JFC member and 12th District Senator Tom Tiffany (R-Minocqua) and his staff in Madison on January 8, the second day of the new legislative session. Governor Evers will deliver his executive budget document to the legislature in late February or early March. JFC public hearings on the budget will be held around the state in late March or April. WLA LD&L has released information on state aid requests for [public library systems](#) and [core library services](#) including BadgerLink, Newsline and state resource contracts. Librarians are encouraged to invite legislators to schedule their in-district listening sessions at home town libraries in late January and early February.

Library Legislative Day is Tuesday, February 12 at the [Madison Concourse Hotel](#), where a WLA block of rooms is being held through January 13. Legislative Day registration is \$25 per person with a deadline of January 28. [Register online](#) or use the [PDF registration form](#) to mail or fax your reservation to the WLA Office at 608-245-3646. Or scan and email as an attachment to Brigitte Rupp Vacha ruppvacha@wisconsinlibraries.org. NOTE: If you have not previously registered for a WLA event online, you will be asked to create a new user profile to enable payment. WVLS will make every effort to coordinate transportation from Wausau depending upon response and logistics. Due to the early start to the day's activities, group transportation will likely depart mid to late morning on Monday, February 11, necessitating an overnight stay. Program details are being finalized. As always, appointments with legislators will be scheduled for registrants by the Legislative Day Committee. Kris Adams Wendt is coordinating briefing materials for WVLS attendees. Please let her know at kawendt@wvls.org if you are registering or have questions.

UPCOMING EVENTS

- January 14– WLA's Youth Services Section Board Retreat; Waupaca and Stevens Point (Hamland)
- January 18 – Annual Report Visit with Granton Community Library Director (Sepnafski, Hafemeister)

- **January 19 - WVLS Board of Trustees meeting** (Sepnafski, Wendt, Klingbeil, Hafemeister, Hamland, Matczak, Schulz, Metzler)
- January 21 – Forest County Library Board meeting; Crandon (Wendt)
- **January 23-24 – WVLS co-sponsored “2019 Wild Wisconsin Winter Web Conference”** (Matczak)
- **January 25 – V-Cat Cooperative Circulation Committee meeting** (Schulz, Metzler)
- **January 25 – Annual Report meeting with Crandon Public Library Director** (Sepnafski, Hafemeister)
- January 29 – Legislative Town Hall; Rhinelander District Library (Wendt)
- January 29 – Legislative Town Hall; Tomahawk Public Library (Wendt)
- **January 30 – V-Cat Bibliographic Control/Interface Committee meeting** (Schulz, Metzler)
- January 30 – DPI-sponsored System CE Validators meeting (Matczak)
- **January 31 – “What I Wish I Had Known” webinar** (Matczak)
- **February 1 – WVLS Innovation and Collaboration Grant** application deadline
- February 4-5 – WLA Library Development and Legislation Committee appointments; Madison (Wendt)
- **February 6 – Deadline for public library directors to submit annual reports to WVLS to audit**
- **February 7 - V-Cat Council meeting** – WVLS office (Schulz, Metzler, Klingbeil, Sepnafski)
- February 11 – WLA Conference Planning Committee meeting; WI Dells (Hamland)
- February 11 – SRLAAW meeting; Madison (Klingbeil)
- **February 12 – WLA’s Library Legislative Day;** Madison (Wendt, Matczak)
- February 13 – WISCAT User Group meeting (Metzler)
- February 21 – WPLC Steering Committee meeting
- February 21 – Oneida County Library Board meeting; Rhinelander (Wendt)
- **February 25 – Deadline for public library annual reports to reach WVLS office**
- February 26 – Deadline for WVLS to send public library annual reports and system annual report to DPI
- February 26 – WPLC Board meeting (Hamland)
- **March 5-6 – Annual Children’s Book Fest / Grassroots Gathering;** Rhinelander (Hamland, Matczak)
- **March 16 – WVLS Board of Trustees meeting** (Sepnafski, Wendt, Klingbeil, Hafemeister, Hamland, Matczak, Schulz, Metzler)
- **March 20 – “Overcoming the Email Avalanche: Three Steps to an Empty Inbox”** webinar (Matczak)
- March 22 – WLA Library Development and Legislation Committee meeting; Madison (Wendt)
- **March 27 – “From Inbox to Completion: The Secrets to Successful Workflow”** webinar (Matczak)
- **April 4 – V-Cat Council meeting** (Schulz, Metzler, Klingbeil, Sepnafski)
- **April 4 – WVLS Library Advisory Committee meeting** (Matczak, Sepnafski, Klingbeil, Hamland, Schulz, Metzler)

Happy New Year!

Marla