

Director's Report
WVLS BOARD OF TRUSTEES MEETING
September 21, 2019

PEOPLE / LIBRARIES / SYSTEMS IN THE NEWS



Pictured from left to right: Jamie Matczak, WVLS Continuing Education Consultant; Lorelee Petersen, Owen Public Library Director; Dominic Frandrup, Antigo Public Library Director; Erica Brewster, Demmer Memorial Library [Three Lakes] Director; Heather Bain, Marathon County Public Library – Hatley Branch Manager; and Teresa Hall, Loyal Public Library Director

ARSL Conference a Success!

On September 4-7, **Jamie Matczak** and **Teresa Hall** (Loyal) attended the Association of Small and Rural Libraries (ARSL) Conference in Burlington (VT) with WVLS Scholarship winners **Dominic Frandrup** (Antigo), **Erica Brewster** (Three Lakes), **Heather Bain** (MCPL-Hatley) and **Lorelee Petersen** (Owen). The conference provided an opportunity for networking, attending excellent sessions, and listening to keynote speakers. Travel went smoothly for the WVLS attendees, and the weather during the conference was pleasant and sunny.

The WVLS attendees gathered for several meals at the conference center to talk about sessions they attended. Following the sessions one evening, the group enjoyed a tour of the original Ben and Jerry's Ice Cream Factory, as well as dinner at a Himalayan/Indian restaurant. Lorelee Petersen said, *"The conference was great, but sharing it with a fantastic group made it even better."* Heather Bain said, after arriving back in Wisconsin, *"I just want to say thank you to all for making this a memorable and fun first library conference for me."*

Jamie will share the official conference reports with the WVLS Board in November.

Sepnafski Named the 2019 WLA/DEMCO Librarian of the Year!

The Wisconsin Library Association (WLA) has selected Marla Sepnafski as its 2019 WLA/DEMCO Librarian of the Year. Sepnafski will be honored on October 10 at the Awards and Honors Reception during the WLA Annual Conference at the Wisconsin Dells Kalahari Convention Center. This annual award is given to a Wisconsin librarian in recognition of outstanding leadership and accomplishment in library service.

"I am honored and flattered to win this award," Marla Said. "I couldn't do the work that I love without supportive staff, board members and colleagues."

"Marla's nomination and testimonial letters cited her leadership, innovation, collaboration and high standards of exceptional service," said Anna Palmer, chair of the WLA Awards and Honors Committee. "The impressions from Marla's staff, colleagues and local library directors strongly echoed her accomplishments over a long career in the library profession."

Other 2019 Awards and Honors Winners include:

- Citation of Merit: Vicki Reuling, Demmer Library Supporter, Three Lakes
- Library of the Year: L.E. Phillips Memorial Public Library, Eau Claire
- Programming Innovation Award: North Shore Library, Glendale. This library became the first Memory Connection Center in the nation
- Trustee of the Year: Kathy Pletcher, Nicolet Federated Library System, Green Bay

See **Exhibit 11-a** for more information about the 2019 award winners. Congratulations to all!

Kyle Schulz, WVLS ILS Administrator, announced his resignation from WVLS effective October. He has accepted a position at the University of Wisconsin Madison as a Library Systems Administrator. His last day at WVLS will be Friday, October 4. Congratulations and best of luck, Kyle!

WVLS welcomed former WVLS staff member **Ann Mroczenski** on a temporary, part-time basis to do Marc Alerts cataloging tasks through the end of the year. Her first day on the job was September 17.

The Northern Waters Library Service (NWLS) and WVLS experimented with a joint posting with identical job descriptions for Technology Support Specialist roles open in each system. NWLS hired **Tony Kriskovich** who started July 22. WVLS hired **Achraf Benkhalifa**, and his first day in the office will be October 1. Welcome to WVLS, Achraf!

Congratulations to Rib Lake Public Library Director **Tammie Blomberg** for being elected as a First Year Director to the Wisconsin Small Libraries (WISL) section of the Wisconsin Library Association. She will serve in this leadership role for the next three years. Congratulations, Tammie!

In July, the Thorp Public Library Board hired **Anne Kuipers** as the new director of the library. She replaces Julie Beloung, who left the position in mid-July. WVLS wishes Anne much success in her new role.

Rib Lake Public Library Assistant Director, **Krista Blomberg**, was recently awarded a Friend of Literacy Award by the Taylor County Literacy Council (TCLC). The charge of TCLC is to promote literacy among adults and children throughout Taylor County. Congratulations, Krista!

Mark Arend, Assistant Director of the Winnofox Library System (headquartered in Oshkosh) retired on September 13. In retirement, Mark will not be leaving the library community all together. He plans to stay on WLA's Library Development and Legislation Committee and to be available for occasional consulting work. His replacement, **Clairellyn Sommersmith**, will start on October 14.

On September 13, **John Debacher**, Director of the DLT Public Library Development Team, announced his retirement from DPI and state service at the end of November.

RDL's Carnegie Entrance Re-Opens

On September 10, the **Rhineland District Library** Board and Staff celebrated the re-opening of the Library's Carnegie Entrance. This historic entrance was closed in 1984 at the time of the library addition. Funds were provided through private donations along with the Rhineland Masonic Lodge #242 "Restore the Door" campaign. Originally opened November 5, 1904, the cornerstone encloses a time capsule from the Rhineland Masonic Lodge and the Rhineland Woman's Club, which stocked many of the shelves at that time. The Rhineland District Library Friends of the Library hosted the event.

CORRESPONDENCE

WVLS Summer Library Program Performer Grants

WVLS received a letter of thanks from Stephanie Schmidt, Crandon Public Library Director, for the **\$240 Summer Library Program Performer Grant** provided to member libraries this year. Stephanie stated, *"Donations from generous donors like you made it possible for the Crandon Public Library to host six special performances for community members, offer drop-in program activities, and fund prizes for thought-provoking and learning-inspired activities. Thank you for your contribution to literacy and learning in our community."*

Appreciation from Former Director

Julie Beloungy, former director of the Thorp Public Library send a card to the WVLS staff which said, *"Your support and guidance over the years made my job so much easier and our library so much better. Thank you for all you have done to make libraries great and I look forward to keeping in touch (and taking advantage of WVLS services) while I'm at the school!"* Julie resigned from the position to take a position in the Thorp Public School System.

WISCAT Consult

Ruby Wenzel, Director of the Western Taylor County Public Library Director (Gilman), shared a note of thanks to **Rachel Metzler** for training her in the use of WISCAT. WISCAT is the state's interlibrary library loan system used by libraries to request materials from, and share their resources with, other libraries across the state.

WVLS Receives LSTA GRANT to Increase Capacity for Technology Tools and Resources

DPI Public Library Consultant **Michael Dennison** alerted **Josh Klingbeil** that his Library Services and Technology Act (LSTA) grant application was approved for funding. In the announcement, Dennison stated "I appreciate the time and effort that went into your project application and am confident your project will improve library services in Wisconsin."

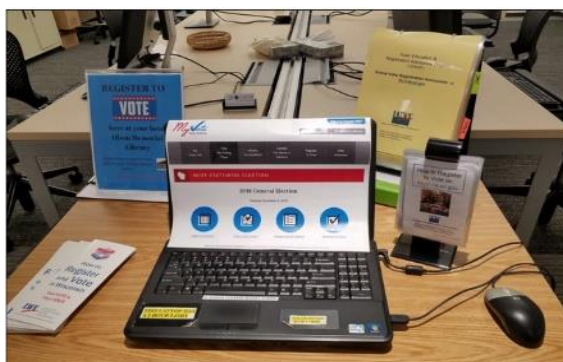
The \$42,398 award will focus on three fundamental elements empowering efficiencies of scale – aggregation, realignment, and consolidation – for LEAN WI partners. A sub-project of the grant directly supports the FY2018 LSTA Back Up and Digitization Archival Collaboration project and the FY2019 LSTA Digitization Archives Storage Platform Project by further securing tenancy and operational overhead in the Chippewa Valley Technical College Regional Data Center in Eau Claire (WI). Capital procured by the South Central Library System for the supported LSTA-funded project will consume one full rack at the RDC with expenses for a five-year project life cycle estimated at \$28,000 for space, and \$45,000-\$60,000 for power consumption and heat management.

WVLS Presentation to the MCPL Board

Several **WVLS staff members**, along with **Erica Brewster** (Demmer Memorial Library) and **Dominic Frandrup** (Antigo Public Library), attended the Marathon County Public Library Board meeting on September 16, to share concerns regarding the MCPL Board's consideration of the merits of joining the South Central Library System. **Sonja Ackerman**, WVLS trustee, also attended the meeting.

During the WVLS presentation, Sepnafski indicated that "...WVLS is not aware of any quality of service issues compelling MCPL Administration to think leaving WVLS is its only option." WVLS further suggested "If this Board sees the value, WVLS staff and trustees are willing to form a committee with MCPL counterparts to create a structured, objective analysis of MCPL Administration's desire to more closely align with Madison Public Library, to identify the challenges of maintaining membership in WVLS, and to develop a strategic process to achieve its goals. Perhaps colleagues from other systems and resource libraries could be invited to these meetings to share their best practices and to vet solutions. WVLS strives to provide the best service to member libraries and takes this matter very seriously. Given the significance of what is being proposed by MCPL Administration, Wisconsin's library users and the wider library community deserve more from MCPL and WVLS leadership."

LEGISLATIVE UPDATE



WVLS partnered with the League of Women Voters of the Northwoods (LWVNOW) to share voter registration tools developed by LWVNOW with all WVLS library locations by **September 24**, which is **National Voter Registration Day**. This is a "soft opening" to allow time to become familiar with the tools before the 2020 elections. LWVNOW members beta tested Voter Education and Registration Program (VERAP) tools at seven WVLS member libraries in four counties: Antigo Public Library, Tomahawk Public Library, T.B. Scott Free Library (Merrill), Demmer Memorial Library (Three Lakes), Minocqua Public Library, Rhinelander District Library

and Crandon Public Library. The latest WVLS initiative extended coverage to member libraries in Clark, Marathon, and Taylor counties, as well as Laona and Wabeno in Forest County. Each member library and MCPL branches received a quantity of LWVNOW How to Register to Vote brochures and a staff reference binder, as well as two different step-by-step guidebooks to assist patrons with online voter registration, updating and acquiring different types of photo identification for voting purposes, and using absentee ballot and alternative paper voter registration forms. Voter Registration Committee members from LWVNOW will be monitoring election laws and regulations for any changes and working through WVLS to distribute any changes to WVLS libraries. Additional training opportunities are being planned for the coming year.

LWVNOW, a chapter of the US and Wisconsin League of Women Voters, is a nonpartisan political organization that neither supports nor opposes candidates for office at any level of government. VERAP was inspired by collaborations between the Kenosha Public Library and their City Clerk's office; and by the LWV of Milwaukee County, Milwaukee School District and the Milwaukee Elections Commission.

WVLS PROJECTS

Strategic Planning Meetings

Jamie Matczak recently attended two meetings at the Demmer Memorial Library to observe and document the Strategic Planning Workgroup processes. These two meetings represent early activities in the First Phase of this Workgroup's charge to develop a strategic plan for the library. After observing this process through to its conclusion, WVLS will use the information and tools shared to develop a "Strategic Planning Toolkit" to use when helping member libraries in their strategic planning efforts. Once complete, the toolkit will be used to assist WVLS and Antigo Public Library staff to develop a strategic plan for that library.

V-Cat Project Update

New! During its September 5 meeting, the V-Cat Council voted to allow magazines to be loaned to other libraries in the consortium. This new service will greatly increase the selection of materials available to all V-Cat patrons. Libraries will send magazines to each other via the courier, the same as how other interlibrary loan items are shared.

On September 18 the WVLS/V-Cat Steering Committee met to review the V-Cat Council by-laws. Most of the meeting centered on a discussion about how voting works in the V-Cat Consortium, the merits of weighted and consensus voting. The Committee recommended this issue be tackled at the V-Cat Council level with a Council appointment committee to work on this.

Libraries Activating Workforce Development Skills (LAWDS) Project

Since August, Anne Hamland has contacted every Workforce Development (WD) affiliated office within the WVLS area to introduce our libraries and offer to answer any questions they may have. The LAWDS Super Project Advisory Council leadership continues to develop the first training module which is set to be released yet this year. Workforce development regions and library systems will work together to determine how best to distribute the content and introduce libraries to their WD colleagues.

Also, the presentation done by **Anne Hamland** and **Mark Jochem** (South Central Library System) to Job Center Staff at the North Central Workforce Development Region's annual training day was shared broadly by DPI to Wisconsin's public library systems and Department of Workforce Development representatives. See **Exhibit 11-b** for a copy of the presentation.

Made possible with IMLS funding, the goal of the LAWDS Project is to bring together public library staff with regional Workforce Development Boards (WDBs) and Wisconsin Job Centers, to facilitate more seamless support of job-seeking patrons, business owners and entrepreneurs.

CONTINUING EDUCATION & TRAINING OPPORTUNITIES

2019 WVLS Public Library Director's Retreat – "Maintain & Sustain"

Almost 30 public library directors from four public library systems have registered for the WVLS Public Library Director's Retreat on Thursday, September 26 at Bunkers at Tribute Golf Course in Wausau. Applying the theme "Maintain & Sustain," this year's retreat will focus on maintaining and sustaining library services, physical spaces and programs. Guest speaker **Curt Beyler**, Facilities Manager for the Brown County Library (Green Bay; 9 branches) will share tips and tricks that any library of any size can use to maintain their library; and **Dr. Brenda Frazier**, professor of Leadership/Management at several colleges will teach attendees how to

maximize their performance by optimizing their time and goals. See **Exhibit 11-c** for a copy of the Retreat Agenda.

Website Service

The fall **Webmaster Co-Work Day** is scheduled for October 23 at the Thorp Public Library. **Anne Hamland** will walk through new design capabilities, maintenance tasks, and dig into website design with attendees. More information about this service may be found on the Libraries WIN website at <http://wvls.org/website-resources/>.

Tech Days Workshops

Registration is now open for the Tech Days Workshops on November 5-7. The workshop in Wausau will be held on Wednesday, November 6. This year's keynote speaker will be **Kris Turner**. Kris is the Assistant Director of Public Services at the University of Wisconsin Law Library, where he oversees the Reference and Circulation departments. He will talk about updating library websites and the digital divide. "Tech Days" is a series of full-day workshops held at locations throughout Wisconsin. Each day includes a keynote / plenary session by a guest presenter, and a variety of breakout sessions of presentations and hands-on learning activities.

WVLS Youth Services Workshop

The ever-popular annual WVLS Youth Services Workshop is slated for December 4 at the Marathon County Public Library. This year's workshop will focus on storytime intentionality, practices, and resources. The morning session will feature speakers **Julia Carlis**, Pleasant Hill Library Manager (Minnesota), and **Mollie Stanford**, Youth Services and Training Regional Librarian, Arrowhead Library System (Minnesota), both [Supercharged Storytimes For All](#) trainees. In the afternoon, WVLS and regional librarians will share their storytime expertise in the areas of sensory friendly considerations, STEAM, nature, music and movement.

ADDITIONAL INFORMATION

- The Marist Mindset List for the Class of 2023; (handout; **Exhibit 11-d**)
- "Thriving Together; Best Small Library in America 2019"; *LJXpress Special Edition*; September 7, 2019; (handout; **Exhibit 11-e**) and <https://www.libraryjournal.com/?detailStory=Thriving-Together-Best-Small-Library-in-America-2019>

UPCOMING EVENTS

- September 2 – Labor Day; WVLS office closed
- September 4-7 – ARSL (Association of Rural and Small Libraries) Conference; Vermont (Matczak)
- September 5 – **WVLS V-Cat Council meeting** (Schulz, Metzler, Klingbeil)
- September 6 – WVLS Technology Service Call; Medford (Klingbeil)
- September 6 – Wisconsin Small Libraries (WISL) Roundtable Meet Up; Rib Lake (Hamland, Metzler)
- September 10 - **IFLS Library System/WVLS Webmaster Office Hours** (Hamland)
- September 13 – COLAND meeting; Wisconsin Rapids (Klingbeil)
- September 13 – System Marketing Cohorts meeting (Matczak)
- September 16 – **WVLS Staff meeting** (Hafemeister, Hamland, Klingbeil, Matczak, Metzler, Schulz, Sepnanski)
- September 16 – MCPL Board of Trustees meeting (Hafemeister, Hamland, Matczak, Metzler, Schulz, Sepnanski)
- September 17 – WLA Conference Planning Committee meeting (Hamland)

- September 18 – **WVLS/V-Cat Steering Committee meeting** (Schulz, Klingbeil, Metzler, Sepnafski)
- September 19 – WVLS Public Library Director Orientation; Minocqua (Metzler, Schulz)
- September 20 – “Fred Lajvardi” Program; Marathon County Public Library, Wausau (Sepnafski, Metzler)
- September 21 - **WVLS Board of Trustees meeting** (Sepnafski, Wendt, Klingbeil, Hildebrand, Schulz, Metzler)
- September 23 – Wisconsin’s 7th Annual Governor’s 2019 Cybersecurity Summit; Madison (Klingbeil)
- September 26 – **WVLS “Director’s Retreat”** (Matczak, Sepnafski, Hafemeister, Hamland, Machones, Metzler, Schulz, Klingbeil)
- September 27 – WLA’s Library Development and Legislation Committee meeting; Madison (Wendt)
- September 27-29 – Central Wisconsin Book Festival (Metzler)
- October 1 – **“How (and Why) to Do a Simple External Communications Audit”** NWLS/SWLS/WVLS webinar (Matczak)
- October 2 – **WVLS Cataloging Training**; Colby Community Library (Metzler, Schulz)
- October 3 – **Youth Services Information Exchange (YSIE)**; Minocqua (Hamland)
- October 3 – Strategic Planning meeting; E.U. Demmer Library, Three Lakes (Matczak, Schulz)
- October 4 – DPI/WVLS Annual Report Digital Byte planning meeting (Hamland, Matczak)
- October 8 – WPLC Board meeting; WI Dells (Hamland)
- October 8-11 – WLA Conference; WI Dells (Hamland, Klingbeil, Matczak, Sepnafski, Wendt)
- October 15 – **“Creating Compelling Copy”** NWLS/SWLS/WVLS webinar (Matczak)
- October 17 – Strategic Planning meeting; E.U. Demmer Library, Three Lakes (Matczak)
- October 22 – WPLC Board meeting (Hamland)
- October 23 – WiscNet’s Building Smart(er) Communities event; Eau Claire (Klingbeil)
- October 23 – **IFLS Library System/WVLS Webmaster Co-Work Day**; Thorp Public Library (Hamland)
- October 26 – WPLC Roundtable; Portage County Public Library (Hamland)
- October 29 – **“Effective Messaging for Library Support”** NWLS/SWLS/WVLS webinar (Matczak)
- October 30 – Strategic Planning meeting; E.U. Demmer Library, Three Lakes (Matczak)
- November 6 – **“Tech Days – Wausau”** – a WVLS-sponsored workshop, Tribute Golf Course/Bunkers Bar and Grill (Matczak, Metzler, Hamland)
- November 7 – **WVLS V-Cat Council meeting** (Metzler, Klingbeil, Sepnafski)
- November 7 – **WVLS Adult Services Summit** (Hamland)
- November 8 – WISCAT User Group meeting (Metzler)
- November 12 – **IFLS Library System/WVLS Webmaster Office Hours** (Hamland)
- November 12-15 – National Library Marketing Conference; St. Louis Missouri (Matczak)
- November 14 – Public Library System Directors’ meeting; Mauston (Sepnafski)
- November 14 – Oneida County Library Board meeting; Rhinelander (Wendt)
- November 15 – WLA’s Library Development and Legislation Committee meeting; Madison (Wendt)
- November 16 – **WVLS Board of Trustees meeting** (Hamland, Hafemeister, Klingbeil, Matczak, Sepnafski, Wendt)
- November 19 – **WVLS Listening Session**; Antigo Public Library (Matczak, Klingbeil, Sepnafski, Hamland)
- November 28 – Thanksgiving Holiday; WVLS office closed
- November 29 – Day after Thanksgiving Holiday; WVLS office closed

Respectfully,

Marla