

October 21, 2019

Jamie Matczak
Education Consultant
Wisconsin Valley Library Service
300 N. First St.
Wausau, WI 54403



Dear Marathon County Public Library Board Members,

Good afternoon, and thank you for giving me the opportunity to speak today. I've worked for WVLS for almost two years, and I also have 12 years of public library system experience with the Nicolet Federated Library System, based in Green Bay.

You're going to hear a presentation today from our colleagues at the South Central Library System, where they will talk about their services and standards. Because there is a lot of talent among their staff, I know it will be an impressive presentation. I work and collaborate with several of their staff members, including Consulting Services Coordinator, Mark Ibach. Mark and I have an online meeting tomorrow at 11:30 a.m., with consultants from the Outagamie-Waupaca Library System (based in Appleton), and the Nicolet Federated Library System (based in Green Bay). The four of us are going to finalize a draft of a marketing plan template. This marketing plan template will be available to all public libraries in Wisconsin in early 2020 to assist them with their marketing efforts. The hand out in front of you highlights this collaborative effort, as well as more than 20 examples of how WVLS collaborates with all 16 public library systems.

Another way that I collaborate with all 16 library systems is through the annual Wild Wisconsin Winter Web Conference, highlighted in the collaborations hand out, which I have coordinated the last 7 years. Fourteen sessions are presented from librarians all over the country over two days in January. Rachel Arndt, Public Services Area Manager for the Milwaukee Public Library, says, *"Every winter I look forward to the Wild Wisconsin Winter Web Conference. The topics are timely and actionable. I get to hear from expert practitioners, some of whom are nationally known speakers. Everyone should be supporting and participating in the Wild Wisconsin Winter Web Conference."*

WVLS staff is collaborative, hard working, talented, well-connected, and always looking to improve and be better. We rely on our colleagues in other systems for expertise and support, the same way they rely on us. Whether people work in Ashland or Appleton, Milwaukee or Menomonie, it takes many for the 380+ libraries in Wisconsin to achieve success. These relationships with other system colleagues are mutually beneficial and supportive. I also call many public library system employees not just colleagues, but friends. I value these relationships and hope they continue.

Thank you for your time.

Sincerely,

Jamie Matczak
Education Consultant
Wisconsin Valley Library Service
jmatczak@wvls.org

Introduction

Whether to solve a problem, roll out a new service or improve on an existing one, finding a cohort of people with similar goals and needs creates amazing success. WVLS is intentional about seeking opportunities to collaborate with colleagues to improve our service program. Following is a list compiled by WVLS staff that identifies recent collaborations with system colleagues and how these efforts benefit not only WVLS member libraries, but libraries across the state.

Anne Hamland, Public Library Services Consultant

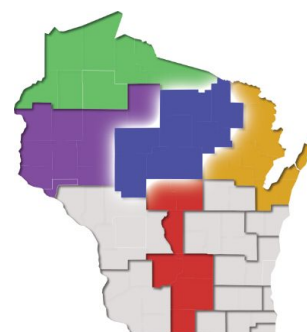
- Youth, Teen, Adult Services Consultant
 - Youth Services Section, Director at Large, Wisconsin Library Association
 - Workforce Development
- LEAN WI Website Services
- Wisconsin's Digital Library Consultant
 - Wisconsin Public Library Consortium, Board Member
 - WVLS OverDrive Advantage Selection Committee Advisor
- 2018/2019 WLA Conference Publicity Co-chair

Service Area: YOUTH SERVICES

Collaboration: Youth Services Information Exchange (YSIE)

Partners: WVLS, IFLS Library System, Northern Waters Library Service, Nicolet Federated Library System, South Central Library System

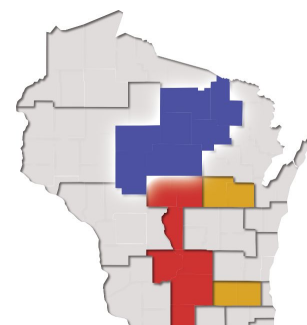
Description: In addition to regional workshop opportunities, librarians serving young users gather three times per year at libraries around WVLS to discuss seasonal topics and current issues. Most recently, YSIE was held at the Minocqua Public Library, and librarians from Nicolet Federated Library System, Northern Waters Library Service, and WVLS discussed summer library programs, youth spaces, programming (self-directed and scheduled), and new ways of arranging collections. Librarians who attend these events appreciate opportunities to learn from others, share ideas and brainstorm solutions and, ultimately, to network and develop professional relationships. These experiences, and the fresh perspective that a multi-system gathering provides, was made possible by thinking outside the box with our system neighbors.



Collaboration: Youth Services Development Institute

Partners: WVLS, Wisconsin Department of Instruction, Outagamie-Waupaca Library System, Bridges Library System, South Central Library System, Cooperative Children's Book Center (CCBC)

Description: Youth Services Consultants from four systems collaborated with the Department of Public Instruction to host the 2019 Youth Services Development Institute at the Lake Lawn Resort in Delavan (WI), Wisconsin from August 25-28. The institute featured presentations on public and school collaborations, what makes a good library program, self-care, planning and organization, advocacy, inclusive service, evidence-based case discussions,



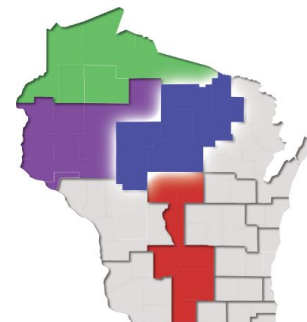
collection development, and more. Going forward, this team will work together to mentor and support the 25 librarians who attended this intensive retreat.

Service Area: WORKFORCE DEVELOPMENT/ADULT SERVICES

Collaboration: Libraries Activating Workforce Development Skills (LAWDS) Project

Partners: WVLS, IFLS Library System, Northern Waters Library Service, South Central Library System, Workforce Development Boards

Description: Introduced in late 2018 by the Department of Public Instruction, the goal of the LAWDS Project is to bring together public library staff with regional Workforce Development Boards (WDBs) and Wisconsin Job Centers, and to facilitate more seamless support of job-seeking patrons, business owners and entrepreneurs. In Spring 2019, WVLS gathered consultants from SCLS, NWLS, and IFLS to organize outreach efforts with Workforce Development Boards. WVLS planned, scheduled, and hosted three meetings with WDB Directors and consultants from four systems; developed and shared information and visuals on how libraries support workforce development efforts and the challenges libraries face in the process; and presented at two annual training workshops for Workforce Development staff with SCLS's Mark Jochem. Collaboration with many library systems remains crucial in delivering a consistent and accurate message regarding libraries' work and challenges to support workforce development.

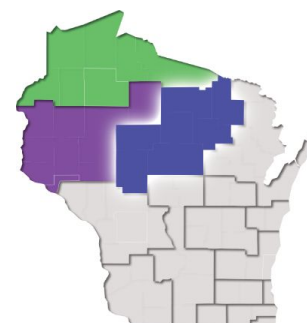


Service Area: TRAINING

Collaboration: LEAN WI Website Services

Partner: WVLS, IFLS Library System, Northern Waters Library Service

Description: Starting in 2018, WVLS developed LEAN WI Website Services for member libraries in WVLS and IFLS Library System. The service provides consultation on website design based on local functionality needs and design preferences, and maintains and upgrades work behind the scenes. WVLS shares information with nearly 100 library directors and webmasters via an email list, website resources webpage, video tutorials, programs to create website graphics, monthly office hours, two in-person work days annually, email and phone.

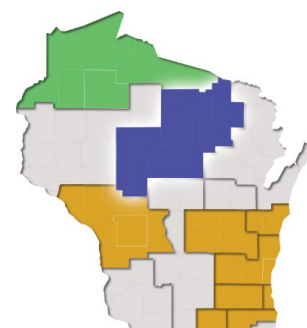


Service Area: COLLECTION DEVELOPMENT

Collaboration: Online Resources: Gale Courses

Partners: WVLS, Manitowoc-Calumet Library System, Northern Waters Library Service, Monarch Library System, Bridges Library System, Arrowhead Library System, Lakeshores Library System, Winnefox Library System, Winding Rivers Library System, Milwaukee County Federated Library System

Description: 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. With this additional funding, WVLS purchased Gale Courses on behalf of WVLS libraries, and worked with Manitowoc-Calumet Library



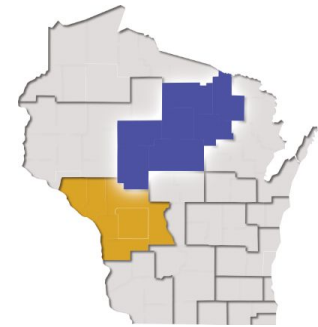
System and Northern Waters Library Service to secure a substantial group discount. Gale Courses provides almost 400 six-week long online programs taught by college instructors who are experts in their field covering topics and skills tied to the Bureau of Labor Statistics' fastest-growing occupations. To support member library efforts to promote this product to their communities, WVLS continues to create training resources, promotional materials, and ready-to-use marketing pieces for targeted community partners and audiences. These products are also shared across the state with systems that subscribe to Gale Courses.

Service Area: CONTINUING EDUCATION

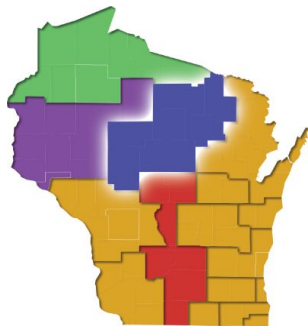
Collaboration: Library Marketing Design Workshop

Partners: WVLS, Winding Rivers Library System

Description: Anne Hamland was recently asked by Brooke Newberry of Winding Rivers Library System to give a presentation on design and development of marketing materials using Canva.



WLA Conference Publicity Co-Chair, 2018/2019



Partners: All 16 Systems

Description: In her capacity as WLA Conference Publicity Co-Chair for the last two WLA conferences, Anne Hamland worked closely with representatives from each library system, UW Milwaukee and UW-Madison and public and private colleges to market the benefits of attending the statewide conference. At this year's conference, she supported the WLA Conference Planning Committee in many ways and worked specifically with SCLS Technology staff to develop and support the WLA Conference app, and to insure live streamed sessions were accessible to the public.

WVLS staff are leaders, we are involved in nearly all statewide committees and projects. We work closely with staff from all Wisconsin library systems to serve our and all Wisconsin libraries.

Jamie Matczak, Education Consultant

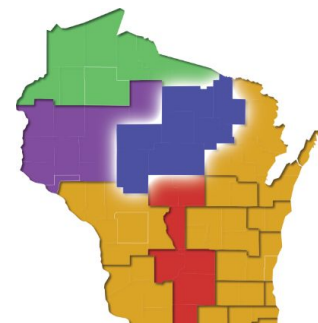
- Continuing Education and Training (Digital Bytes),
- Marketing and Communications
- LAC (Library Advisory Committee) Coordinator
- New Library Director Mentorship Program
- Validator for Public Library Director Certification
- Contact for Courier Services
- Scholarships and Grants Coordinator

Service Area: CONTINUING EDUCATION

Collaboration: Continuing Education Webinars

Partners: All 16 Systems

Description: WVLS, with support from the Northern Waters Library Service, and the Southwest Wisconsin Library System, produces 7-10 webinars per year. These webinars, ranging in various topics, are marketed to, shared with and attended by librarians in all 16 public library systems. WVLS has a mailing

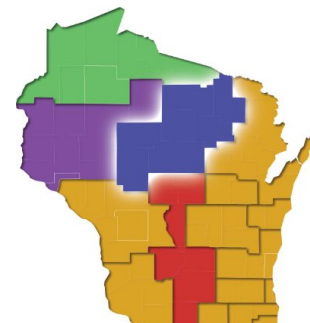


list of 100 librarians statewide who receive updates on upcoming webinars. Starting in 2019, all webinars are now captioned.

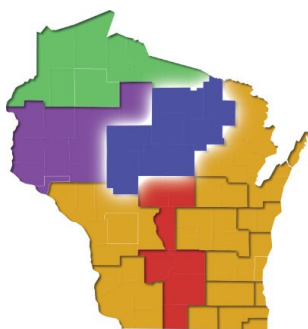
Collaboration: Wild Wisconsin Winter Web Conference

Partners: All 16 Systems

Description: The Wild Wisconsin Winter Web Conference is a state-wide virtual web conference that takes place every January. Webinars are presented from librarians all over the country, and monetary support is provided by all 16 public library systems. In 2019, all 14 webinars were captioned, and library students from South Africa were in attendance. The 2020 Conference will be the 8th Annual. Jamie Matczak developed and has led the coordination of all eight conferences, with valuable assistance from Leah Langby of IFLS and Jean Anderson of the South Central Library System. This team effort among Jamie, Leah, and Jean, and support from all 16 systems has been praised and consulted on by other state library organizations, including Kansas, South Carolina, New York and Colorado.



The conference is also appreciated by librarians in Wisconsin. Rachel Arndt, Public Services Area Manager for the Milwaukee Public Library, says, *“Every winter I look forward to the Wild Wisconsin Winter Web Conference. The topics are timely and actionable. I get to hear from expert practitioners, some of whom are nationally known speakers. Not having to drive, worry about travel reimbursements, and getting archived content I can share and revisit is priceless. Everyone should be supporting and participating in the Wild Wisconsin Winter Web Conference.”*



Collaboration: Wisconsin Trustee Training Week

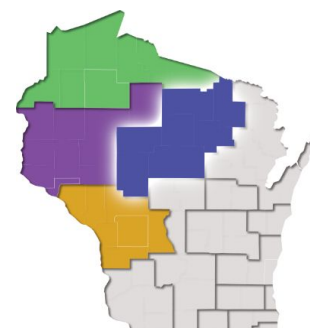
Partners: All 16 Systems

Description: Wisconsin Trustee Training Week was developed in 2014 by Jamie Matczak (while employed at the Nicolet Federated Library System), with the goal of providing high-quality webinars to public library boards, friends, and trustees in Wisconsin. Jean Anderson of the South Central Library System agreed to lead Wisconsin Trustee Training Week as the Wild Wisconsin Winter Web Conference started to grow and expand. Jamie continues to support Wisconsin Trustee Training Week as a back-up webinar moderator to Jean.

Collaboration: Tech Days West

Partners: WVLS, Northern Waters Library Service, IFLS Library System, Winding River Library System

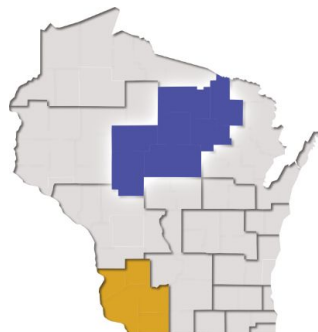
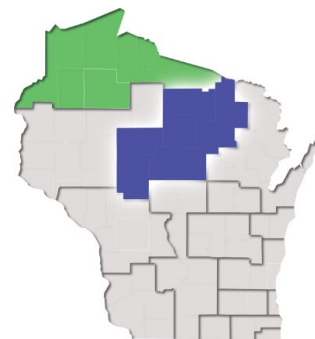
Description: All-day workshops focused on technology had been occurring in the Eastern part of Wisconsin. In 2018, Jamie Matczak successfully led the organization of the first series of "Tech Days" workshops in the western area of the state, with assistance from Leah Langby of IFLS and Brooke Newberry of WRLS. In 2019, another series of Tech Days workshops will occur in November, with Leah Langby leading the organization.



Collaboration: WVLS-NWLS Partnership

Partners: WVLS, Northern Waters Library Service

Description: Seeing a need for more experience in the area of Inclusive Services, WVLS created a partnership with Northern Waters in 2018, where Jamie Matczak serves as the Continuing Education Consultant for both systems, and Sherry Machones (NWLS Director), serves as the Inclusive Services Consultant for both systems. This partnership allows for the streamlining of services with consultants in their areas of expertise.



Collaboration: WVLS-SWLS Partnership

Partners: WVLS, Southwest Wisconsin Library System

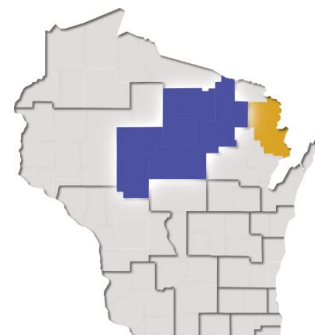
Description: In 2019, WVLS and SWLS formed a partnership in providing webinars to their member libraries. This partnership will continue in 2020.

Service Area: PROFESSIONAL DEVELOPMENT

Collaboration: WVLS Mentoring Program

Partners: WVLS, Marinette County Library Service

Description: WVLS has a new library director mentorship program that pairs new library directors with those who have more experience in library directorship. WVLS was seeking a library mentor to serve the unique needs of a new library director in its system. In this situation, WVLS sought assistance outside of the library system, and grateful for the expertise of Jennifer Thiele, director of the Marinette County Library Service.

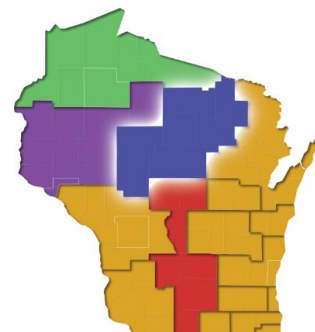


Service Area: TRAINING

Collaboration: Digital Bytes

Partners: All 16 Systems

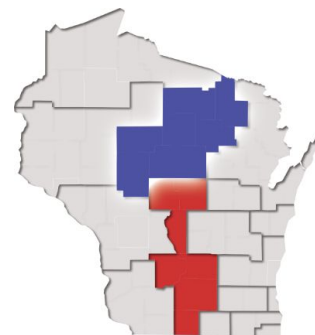
Description: WVLS created Digital Bytes in 2018 - short, archived digital trainings produced twice a month on topics ranging from customer service to technology tools. The trainings are archived on the WVLS website and available for anyone to view at their own convenience. Starting in 2019, all Digital Bytes are now captioned.



Collaboration: Library Photography Workshop

Partners: WVLS and South Central Library System

Description: Jamie Matczak was asked by Jean Anderson of the South Central Library System to give a presentation on library event photography at a meeting with SCLS directors in November. Jamie and Jean have worked together in several capacities for over 10 years, and Jean gave excellent presentations on databases for member libraries when Jamie worked for the Nicolet Federated Library System.

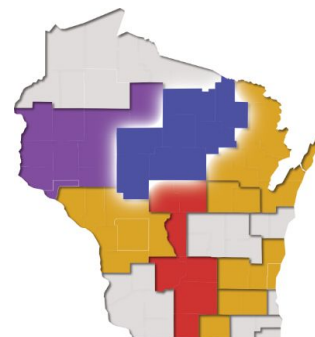


Service Area: MARKETING AND COMMUNICATIONS

Collaboration: Statewide Marketing Cohort

Partners: (9) WVLS, South Central Library System, IFLS Library System, Nicolet Federated Library System, Outagamie-Waupaca Library System, Arrowhead Library System, Bridges Library System, Monarch Library System, Winding Rivers Library System

Description: In 2018, WVLS reached out to several system marketing consultants with the hope of starting a statewide cohort to share marketing efforts and develop larger projects. A small group within the cohort is currently working on a marketing plan template that will be shared with all libraries in Wisconsin in early 2020. SCLS's Mark Ibach has been instrumental and invaluable in developing this plan.



Rachel Metzler, ILS and Database Support Specialist

- Training and Support for Sierra Integrated Library System
- Cataloging; including training and support to system library staff
- Databases; data collection, usage, and training
- Development and maintenance of makerspace collection

Service Area: INTEGRATED LIBRARY SYSTEM

Description: ILS Administration

Partners:

IFLS | MORE <https://www.more.lib.wi.us/> | <https://iflsweb.org/>

MCFLS | CountyCat <https://countycat.mcfls.org/>

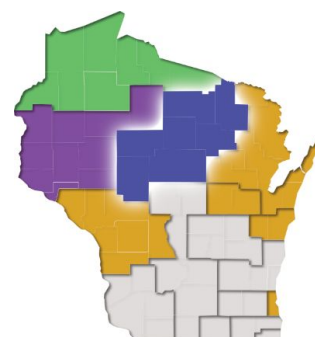
NWLS | Merlin <http://merlin.nwls.lib.wi.us/>

OWLS & NFLS | InfoSoup <http://www.infosoup.org/search>

WRLS | WRLSWEB <https://www.wrlsweb.org/>

WVLS | V-Cat <https://vcats.wvls.org/> | <https://wvls.org/>

Description: As a Wisconsin library system using Sierra, we have a regular connection to all other Wisconsin library systems on Sierra. We meet both formally and informally (via email). This connection allows us to utilize the expertise around the state in Sierra and learn from other systems when it comes to our decisions on third party products, policy and procedural changes, the benefits of upgrading the system and when best to do so, and more. The group is a doorway for more statewide collaboration.

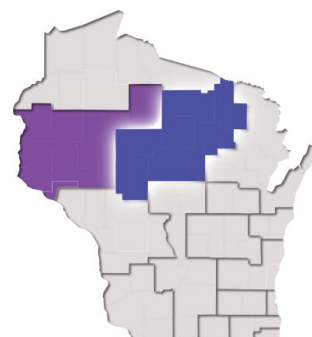


Service Area: COLLECTION DEVELOPMENT

Description: Shared Makerspace Collection

Partners: WVLS, IFLS Library System

Description: This collection of over 150 makerspace and story time enhancing items is shared between WVLS and IFLS. The collection includes a binding machine, 3D pens, stem/steam games and activities, sewing machines, drones, an audio recording station, a video recording kit, an escape room kit, pancake art kit, projectors and computers, a 3D scanner, and several story time kits to enhance story time and many more. These kits are heavily used throughout both systems and are designed to help enhance and support existing makerspaces, programming, and story times for libraries.



So far in 2019, there have been 450 items lent out in this collection, 44 of those being to MCPL staff and libraries. In 2018, there were 821 items lent through the collection, 98 of those were to MCPL staff and libraries. Popular kits for MCPL have been the Breakout EDU Escape Room, 3D Pens, Chromebooks, Dash & Dot Robots, the binding machine, karaoke kit, Magna-Tiles, the projector, and the sewing machine.

Joshua Klingbeil, CIO

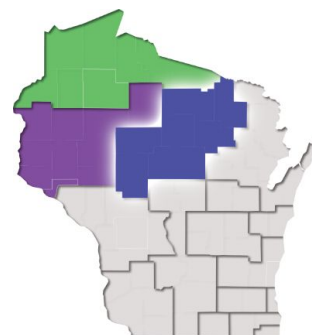
- Coordination of multi-system long range strategic technology planning
- Technology operations and planning consultant for public and other types of libraries
- Technology services and technical support for public and other types of libraries

Service Area: TECHNOLOGY RESOURCE SHARING

Collaboration: LEAN WI Technology Resource Sharing Partnership

Partners: WVLS, IFLS Library System, Northern Waters Library Service

Description: In 2015, WVLS and IFLS Library System jointly established a resource sharing partnership combining capital infrastructure and engineering expertise from the two systems. This partnership was later formalized as the Libraries and Enterprise Applications Nexus of Wisconsin (LEAN WI) and a joint operational budget established with WVLS acting as fiscal agent. The respective technology managers agreed to specialize, further extending deduplication and efficiency building efforts with the WVLS CIO tasked with long range planning, fiscal planning and management, and external relationship development. A business relationship was formed with NWLS, hosting the Merlin ILS servers in the LEAN WI shared infrastructure platform, and in late 2018 WVLS, IFLS, and NWLS began staging for NWLS to join LEAN WI as a full partner in 2019.



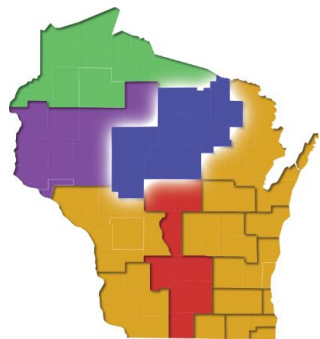
The LEAN WI technology resource sharing partnership is a massive collaboration aimed at serving each Partner System's member libraries with low-cost and efficient enterprise class infrastructure, application, and support services. The partnership represents technology services spanning 25 counties (nearly a third of the State's counties), serving 107 public libraries (over a quarter of the State's public libraries).

The cost-benefits to WVLS and member libraries such as MCPL of this resource sharing partnership span a variety of services. These cost benefits begin to stand out when comparing the WVLS 2020 Technology

Budgeting Guide and the 2020 V-Cat Budget with the SCLS 2020 Projected Fees document with SCLS services - factored in for MCPL circulation, items owned, and multiple service locations - which more than double the cost of WVLS technology services and V-Cat membership for similar services.

Service Area: TECHNOLOGY RESOURCE SHARING

Collaboration: Co-location Statewide Backup and Archiving Infrastructure Project



Partners: LEAN WI Partners, all other Wisconsin Library Systems

Description: In 2018, WVLS and IFLS began working with a number of other library systems, including SCLS to identify collaboration projects which would make sense for multiple library systems to pursue jointly. One of these projects was a common and durable Backup platform each system could use for mission critical backups.

In 2019 an unexpected round of LSTA funding from fiscal year 18 was made available by DPI with multi-system collaboration as a major requirement for much of the funding. The nature of the LEAN WI Partnership enabled the LEAN WI Partners to quickly design and submit a project application to support and accelerate some of its multi-system efforts. Though the LEAN WI partners had secured their respective funding allocations, they were still interested in helping to ensure all library systems had a project to connect with in collaboration. On behalf of the LEAN WI Partnership (which by then also included NWLS), WVLS led and hosted a large number of remote meetings. There were often multiple meetings per week, with Library System technology leadership peers and eventually Library System directors to help coordinate information sharing and identify projects which might be meaningful to undertake with short notice and a short timeline for execution.

The Backup project already in research stages by LEAN WI partners, SCLS, and a number of other systems gained traction quickly. Since LEAN WI already had an LSTA project in the works, and Dan Jacobson of SCLS had been integral to the coordination of the Backup project work to that point, we helped SCLS act as project manager and supported its role as fiscal agent for the grant-related aspects of the project. Throughout the process, LEAN WI leadership from WVLS and IFLS technology managers was integral and critical to ensuring other Wisconsin Library Systems had faith in the project's viability, in ensuring SCLS didn't succumb to vendor pressures to oversell and overcharge, and ultimately in shaping the end result of the solution procured.

Without selling our very hard working and admirable technology peers at SCLS short, it is accurate to say the Backup and Archival collaboration project would not have come together around the unexpected LSTA allocations as it did without the combined efforts of WVLS, IFLS, and SCLS technology leadership working in harmony. It is likewise accurate to say that any major disruption to the harmonious working relationship between LEAN WI partners and the SCLS technology team, resulting in probable collapse of the project in terms of statewide collaboration and success, would be readily survived by WVLS and its LEAN WI partners. In that unfortunate scenario, the LEAN WI partnership would continue working with other collaborative systems throughout the state to ensure a more durable Backup and Archival collaboration project model is implemented, less dependant on any single System for viability.

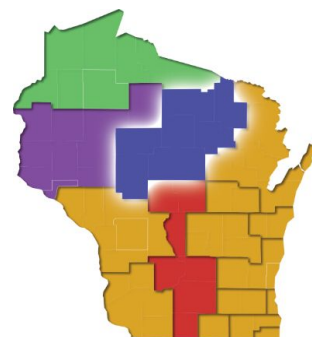
Kris Adams Wendt, Advocacy Consultant

Part-time since 2018; full time 2011-2017 also included youth and inclusive services

- Local and state advocacy
- Municipal and county government relationships
- Library Legislative Day coordination
- State and federal library budget and legislative initiatives
- Past co-chair and current secretary to the Wisconsin Library Association (WLA) Legislative Development & Legislation Committee (LD&L); cross county borrowing work group; Library Legislative Day Committee

Service Area: **ADVOCACY**

Description: Collaborates with ALL other public library systems to build a network of legislative relationships, particularly those with shared districts including portions of Clark, Forest, Langlade, Lincoln, Marathon, Oneida and Taylor Counties. Is periodically consulted by other public library systems on advocacy matters brought to the attention of the WVLS Director and through WLA LD&L.



Example of a notable collaboration of particular importance to Marathon County:

In July 2013, WVLS received an alert from the offices of Assembly Representatives Mandy Wright (AD85) and Rob Swearingen (AD34) that Representative Dave Murphy (AD56) was introducing a bill to change cross county library payment rules with the potential to adversely impact consolidated libraries in Adams, Brown, Door, Florence, La Crosse, Marathon, Marinette and Portage Counties. WVLS was the first system outside of Rep. Murphy's district to become aware of this bill and its unintended consequences. The bill's original language would have opened Marathon Co. and other consolidated library county borders to two-way charges for services to residents of adjacent counties with a minimum estimated loss to Marathon County of \$87,135.

Over the next eight months, WVLS networked most closely with South Central Library System where the consolidated county libraries in Adams and Portage Counties stood to potentially lose a minimum of \$145,000 and \$80,000 respectively. WVLS coached the directors of Marathon, Adams and Portage County libraries through appearances at Senate and Assembly committee hearings and meetings with key legislative leaders. Winding Rivers Library System and Nicolet Federated Library System were also involved in the coordinated effort. WVLS was represented on an ad-hoc WLA Committee organized by LD&L that ultimately crafted a compromise averting the projected losses. Rep. Murphy agreed to amend his bill (AB288) to reflect the suggested compromise, effectively preserving status quo for consolidated county libraries that did not choose to bill neighboring counties for cross border borrowing, and it was signed into law by Governor Walker in March 2014 as Act 157.

See also attached email exchange attached from July 18-19, 2013 to WVLS Public Library Directors with MCPL administration response, and detailed email from WVLS staff to WVLS area legislators.