Exhibit 20

August 1, 2023
TO: WVLS Library Advisory Committee members
FROM: Jamie Matczak
RE: Library Advisory Committee meeting

CALL TO MEETING

The WVLS Library Advisory Committee meeting will be held at 9:30 AM on Thursday, August 17, 2023 in the WVLS Office, lower level, Marathon County Public Library, 300 N. First St., Wausau, WI.

AGENDA

9:00 AM   Refreshments and conversation

9:30 AM   Call to order
               Roll Call
               Agenda Revisions
               Approval of the minutes of the April 12, 2023 meeting
               Introduction of Members

               Round Table Discussion on Library Marketing

10:15 AM   Draft 2024 WVLS System Plan and Budget

10:45 AM   Break

11:00 AM   Continue Plan and Budget Discussion
11:15 AM   2025 Technology Planning Guide Draft
11:30 AM   Round Table Discussion on 2024 Library Budget Plans
11:45 AM   WVLS Services Update

               Select April 2024 Meeting Date

12 PM   Adjournment

Your attendance at this meeting is important. Zoom® is available as an option for attendance. Contact Jamie no later than 12 pm on Monday, August 14 if you wish to participate in this meeting via online. Any person requiring special accommodation planning to attend should notify the WVLS office at 715-261-7250. This agenda has been sent to the official newspapers in Clark, Forest, Langlade, Lincoln, Marathon, Oneida and Taylor counties.

WVLS Library Advisory Committee
August 17, 2023 – WVLS Office

CALL TO ORDER: President Teresa Hall called the meeting to order at 9:30 a.m.

Members Present: Ada Demlow, Leah Giordano, Teresa Hall, Katie Aldrich, Rita Ludvigsen, Julie Beloungy, Virginia Woods Roberts, Carla Huston, Kay Heiting, Laurie Ollhoff, Katie Kirby, Felicia Albrecht, Peg Billing
Members Absent: Jacob Stingl, Brandon Hardin
WVLS Staff Present: Marla Sepnafski, Joshua Klingbeil, Rachel Metzler, Katie Zimmermann, Erica Brewster, Kristie Hauer, Brenda Walenton and Jamie Matczak

ROLL CALL AND INTRODUCTIONS: Roll call was taken. A quorum was declared present.

AGENDA REVISIONS: No revisions were made.

AGENDA: HUSTON/OLLHOFF MOTION to approve agenda. All aye. Motion carried.

MINUTES: HUSTON/HEITING MOTION to approve the minutes of the April 12, 2023. meeting as presented. All aye. Motion carried.

Peg Billing joined the meeting at 9:42 a.m.

INTRODUCTION AND ROUND TABLE DISCUSSION ON LIBRARY MARKETING
Committee members were invited to introduce themselves. Matczak then led a discussion on marketing tools libraries are using, challenges they have promoting services and programs, and how marketing and promotional methods have pivoted. Survey questions and results were shared before the meeting.

Matczak said that the basis of the discussion was that social media expert Laura Solomon was hesitant to record a webinar on future social media trends because social media is changing so fast and not predictable. Several LAC members shared that their library, while still using Facebook, was also starting to focus more on newsletters. Many have had success using MailChimp as a newsletter tool. Matczak noted that WVLS would be providing marketing plan mini grants in 2024, which could help libraries enhance their marketing efforts.

DRAFT 2024 WVLS SYSTEM PLAN AND BUDGET:
Matczak moderated a review of the Draft 2024 WVLS System Plan with staff members reporting changes in the plan for which they have primary oversight and responsibility for execution.

Walenton walked LAC members through the proposed 2024 budget documents supporting previously discussed system plan activities.

It was noted that the draft plan and budget support:
- Robust continuing education and training, and consultant programs.
- An increasingly efficient and affordable technology services program.
- A WVLS library to assist with cataloging.
- The continuation of the 2022/2023 LSTA Improved Discovery Grants into 2024 in the areas of Cooperative Cataloging and the Joint ILS Consortium Exploration Project with the Northern Waters Library Service.
- WVLS consultants' participation in DLT-sponsored meetings, visits to member libraries and with library colleagues across the state, and participation in continuing education opportunities

and state and national conferences. The 2024 draft plan and budget also reinstate the WVLS listening sessions WVLS held prior to COVID.

- Scholarship opportunities for public and multitype library staff to attend conferences.
- The continuation of the WVLS mentorship program.
- A $300 summer library program grant at all member library locations. The grant was increased this year from $240. Additionally, a *new* summer math programming initiative implemented in Wisconsin this year will receive WVLS support next year.
- A 10% increase in courier costs, a 10% increase for health insurance, and step increases for staff where they may be appropriate.
- Further collaboration with other systems in such areas as technology support, website support services, digitization support, continuing education, public services consulting, and marketing.
- The purchase of marketing supplies (example: stickers for Library Card Sign-Up Month) on behalf of member libraries and *new marketing grants* to support libraries' marketing campaigns.

The draft plan and budget do not support:
- The continuation of the Gale Courses database. Its low usage prompted a decision a few weeks ago to discontinue the subscription. WVLS had acquired that database in late 2018 and, while usage appeared to be up during COVID, usage has dropped significantly since. WVLS plans to explore other database options for a database or databases that may be more useful.
- Funds to acquire additional content for the WVLS OverDrive Advantage account.

No changes to the plan and budget were recommended by LAC members.

HEITING/OLLHOFF MOTION to recommend approval of the 2024 WVLS System Plan to the WVLS Board of Trustees. All aye. Motion carried.

BILLING/OLLHOFF MOTION to recommend approval of the 2024 WVLS Budget to the WVLS Board of Trustees. All aye. Motion carried.

2025 TECHNOLOGY PLANNING GUIDE DRAFT
Klingbeil highlighted the plan for WVLS member libraries for 2025. Besides format changes in the draft, he noted any changes at this time next year should be nominal.

No changes to the draft were recommended by committee members.

ROBERTS/BILLING MOTION to recommend approval of the 2025 Technology Planning Guide Draft to the WVLS Board of Trustees. All aye. Motion carried.

ROUND TABLE DISCUSSION ON 2024 LIBRARY BUDGET PLANS
Matczak invited committee members to share progress on their 2024 library budgets, and any highlights. Ollhoff commented that she is planning for a huge increase in utilities. Demlow reported that health insurance rates are increasing. Heiting said they are waiting on figures from Clark County. Roberts said they will have a budget for marketing efforts.

WVLS SERVICE UPDATES

Scholarships and Grant Projects
WLA 2023 Conference
WVLS will be awarding scholarships for member libraries and trustees to attend the Wisconsin Library Association (WLA) Annual Conference in Middleton from October 24-27.

Continuing Education and Training (Matczak)
Continuing Education

Wisconsin Trustee Training Week
August 21-25. One webinar each day at 12 p.m. Trustees from local library, county and public library system boards, as well as library staff, are welcome to attend.

- Monday, August 21: How to Use Marketing to Position Your Library in Challenging Times
- Tuesday, August 22: Wisconsin Library Law
- Wednesday, August 23: Nurturing Your Library Culture
- Thursday, August 24: LGBTQ-Inclusive Trusteeship
- Friday, August 25: Elected Officials are People, Too

Tech Days 2023 Online
Webinar series scheduled for September 12-13; four ninety-minute sessions will take place over two days.

- Tues, Sept. 12, 10 am: Artificial Intelligence and the Library: The Current Landscape
- Tues, Sept. 12, 1 pm: Dealing with Digital Distractions: Ideas and Recommendations for Libraries
- Wed, Sept. 13, 10 am: When A Service Desk Isn't Enough: One-on-One Tech Assistance
- Wed, Sept. 13, 1 pm: Making the Most of BadgerLink

Wisconsin Library Buildings and Spaces Project
This new resource is geared toward Wisconsin public library directors, staff and trustees on library building and renovation projects. On-demand webinars and resources from professionals across the state are available, as well as a list of recently completed projects from Wisconsin libraries. Topics include renovation, space reconfiguration, new building projects, and more.

WVLS Director's Retreat
Registration is now open for the WVLS Director's Retreat, to be held on Friday, September 15, at the Hilton Garden Inn in Wausau. This year's theme, "Coming Together," will focus on improving community connections, reviewing library trends, and developing meaningful relationships with employees. Guest speakers include Michelle Dennis, Head of Public Services at the Hedberg Public Library in Janesville, and Dr. Constance Kassor, associate professor of religious studies at Lawrence University in Appleton.

Training
WVLS continues to produce *Digital Bytes* each month. All current and future *Digital Bytes* can be viewed on the WVLS webpage. *Digital Bytes* covering the annual *WVLS Statistics Booklet* and other technology tools are in progress. Topic ideas are always welcome.

Consultant Services (Sepnafski, on behalf of Sherry Machones)
Inclusive Services
Thanks to LSTA funding through the Institute of Museum and Library Services, a group of Wisconsin consultants is planning a series of webinars and workshops to support diversity, equity, and inclusion (DEI) efforts in libraries and communities called Wisconsin Libraries Talk About Race. Now in its third year, Sherry Machones will serve as the project lead. A call for volunteers to assist on the initiative will occur this month. New webinars, workshops, and opportunities will be available in 2024.

WVLS Databases (Metzler)
Due to low usage and high cost per use, WVLS has decided to cancel its subscription to Gale Courses. Courses will be available through October 31, but libraries should plan to remove Gale Courses information from their websites before October 1. WVLS will be exploring alternative educational digital resources.

ILS/V-Cat Projects (Zimmermann)
V-Cat Committee Updates

- Bibliographic and Interface Committee: Considering catalog utility vendor options, Aspen audience filters, and other cataloging matters.

- Cooperative Circulation Committee: Discussing damaged and missing pieces workflows, standard library card application and patron record guidelines, and limited/extended loan periods for particular patron groups.

- V-Cat ILS Evaluation and Review Committee: A team from Koha attended the July 13 meeting to address questions and concerns from V-Cat member libraries. The committee will present a product recommendation at the September V-Cat Council meeting.

Northern Wisconsin ILS Consortium Exploration (NICE) Project
The NICE Team has completed a comprehensive joint ILS consortium exploration project to determine the value and feasibility of an ILS merger between WVLS and NWLS respective ILS consortia.

Based on the data and information gathered, the NICE Team determined that an ILS merger is feasible. The Team recommends:

- NWLS and WVLS pursue a joint ILS and move towards shared practices and policies.
- The refinement of a clear roadmap of the next steps and key decision points to be shared with all stakeholders.

A final report is now available on the NICE Website, as well as brief key takeaways and recommendations summary. Presentations of the findings will be shared at upcoming WVLS and NWLS board and consortium meetings.

Upcoming Fall 2023 V-Cat training dates:

- Wednesday, September 20 at 10 a.m. – V-Cat Sierra Cataloging Training – Attaching Items
- Wednesday, September 27 at 10 a.m. – V-Cat Sierra Cataloging Training – MARC Alerts
- Thursday, October 5 at 9:30 a.m. – V-Cat In-Person Training Day – Z39.50 Catalog Training and TBD
- Wednesday, October 11 at 10:30 a.m. – V-Cat Sierra / Aspen Training TBD

Websites, Data and Technology (Brewster, Klingbeil)
LEAN WI Website Service
In June and July, more than 70 attendees participated in 17 training online training sessions, including seven trainings specifically for first-time web managers. Nine of those sessions were recorded and posted on the Libraries Win Website Services YouTube playlist.

A new training resource page is under construction as a central repository for website training resources and documentation.

Data Analysis and Reporting
The Department of Public Instruction Library Services Team released the results and report of a statewide Data Landscape Survey in June. Understanding and using data is a new focus for the DPI and a statewide Library Data Services Workgroup has been established. WVLS Data and Technology Services Consultant Erica Brewster is a member of this workgroup and will work toward developing and implementing a data analysis, training, and communication strategy for WVLS and member libraries.

Technology Support (Klingbeil)
Technology asset inventories are being completed for each WVLS public library through onsite visits. Visits with 11 libraries were conducted in June and July and the remainder are being scheduled for August and early fall. WVLS staff are working with libraries to create a strategic plan for technology replacement and introducing the new online procurement process. The immediate goal is to remove all remaining Windows 7/8 computers from service and update as many computers as possible to Windows 10.

Technology services surveys are being completed before and during library site visits. Current service offerings include Princh print management, Pharos public computer timing software, Kajeet hot spots, Splashtop remote access for library directors and key staff, and Deep Freeze configuration updates.

Digitization and Digital Content Archiving Support
Through the Wisconsin Public Library Consortium (WPLC), WVLS and its LEANWI partners are working with the South Central Library System (SCLS) and other stakeholders to build out a service model and plan for Recollection Wisconsin, the University of Wisconsin, and Wisconsin Library Systems to preserve digital content securely in long term "cold" storage in a cost-economical manner. This service could be considered as one pillar (of at least three) in a content preservation strategy. WVLS and its LEANWI partners are simultaneously reviewing current resources, including personnel, and looking to develop a more permanent digitization and digital content management consultancy.

SELECT APRIL 2024 MEETING DATE: The committee decided not to select an April 2024 meeting date as school schedules were not posted.

ADJOURNMENT: OLLHOFF/GIORDANO MOTION to adjourn. Meeting adjourned at 12:10 p.m.

Respectfully submitted by Jamie Matczak