



April 15, 2024

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, April 25, 2024 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 August 17, 2023 meeting
Appointment of a Nominating Committee
Introduction and Round Table Discussion on Using Data to Guide Decisions
- 10:45 AM Break – Nominating Committee will caucus to recommend candidates for 2025 Vice President/President-Elect.
- 11 AM Report of the Nominating Committee
Election of the 2025 Vice President/President Elect
- 11:15 AM WVLS Service Updates
- Scholarships and Grant Projects
 - Continuing Education and Training
 - Consultant Services
 - WVLS Circulating Collection and Databases
 - ILS/V-Cat Projects
 - Websites, Data and Technology
 - Technology Support
- Announcements
Select August Meeting Date
- 12 PM Adjournment

Your attendance at this meeting is important. If you are unable to attend, please contact Jamie Matczak (jmatczak@wvls.org) by 12 pm on Monday, April 22. Any person requiring special accommodation planning to attend should notify the WVLS office at 715-261-7250.

Zoom® is available as an option for attendance. Please contact Jamie no later than Monday, April 22 for more information if you wish to participate in this meeting via remote access. This agenda has been sent to the official newspapers in Clark, Forest, Langlade, Lincoln, Marathon, Oneida and Taylor counties.

WVLS Library Advisory Committee
April 25, 2024 – WVLS Office

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

Members Present: Felicia Albrecht, Katie Aldrich, Julie Beloungy, Peg Billing, Amber Brill, Vicky Calmes, Ada Demlow, Leah Giordano, Carla Huston, Virginia Woods Roberts, Jill Roth, Cori Soukup

Members Absent: Tammie Blomberg, Kay Heiting, Laurie Ollhoff

WVLS Staff Present: Erica Brewster, Kristie Hauer, Joshua Klingbeil, Rachel Metzler, Katie Zimmermann

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

AGENDA REVISIONS: No revisions were made.

AGENDA: GIORDANO/DEMLOW MOTION to approve agenda. All aye. Motion carried.

MINUTES: BILLING/ROBERTS MOTION to approve the minutes of the August 17, 2023, meeting as presented. All aye. Motion carried.

Julie Beloungy joined the meeting at 9:34 a.m.

APPOINTMENT OF NOMINATING COMMITTEE: Volunteers were asked to be on the nominating committee. Billing, Giordano, and Roberts volunteered to serve on the committee charged with appointing the 2025 Vice-President/President-Elect.

INTRODUCTION AND ROUND TABLE DISCUSSION ON DATA

Committee members were invited to introduce themselves. Brewster then led a discussion on using data to guide decisions.

Committee members took five minutes to consider a challenge or situation their library is currently facing and then individually responded to three questions:

- If you had two magic hours of uninterrupted time to reflect, plan, or act on your challenge, list one to three things you would do in that time.
- If you had a magic genie guru who could answer one question related to that challenge, who would that guru be and what would you ask?
- If you walked into your office and the answer to your question/challenge was magically sitting in a folder on your desk, what would that document look like?

A summary of committee members' reflection and discussion is shared with the minutes.

REPORT OF THE NOMINATING COMMITTEE: Billing, Giordano, and Roberts selected Calmes as the 2025 President-Elect and Jill Roth as 2025 Vice President.

ELECTION OF THE 2025 VICE PRESIDENT/PRESIDENT ELECT: BILLING/DEMLOW MOTION to approve Calmes as the 2025 President-Elect and Jill Roth as 2025 Vice President. All aye. Motion carried.

WVLS SERVICE UPDATES

Scholarships and Grant Projects

WAPL Conference

WVLS recently awarded scholarships to Katelyn Sobelko (Marathon County Public Library), Amber Brill (Greenwood Area Public Library) and Brandon Hardin (Withee Public Library) to attend the Wisconsin Association of Public Libraries (WAPL) Conference in Stevens Point on May 1-3.

Valued at \$900, this scholarship can cover costs associated with conference registration, lodging and mileage.

WVLS Marketing Support Grant

Three libraries are participating in the 2024 WVLS Marketing Support Grant, a pilot project and opportunity for libraries to evaluate their marketing efforts and to advance a marketing plan or marketing campaign. Participants include Lorelee Petersen (Owen Public Library), Laurie Ollhoff and Chris Sprague (T.B. Scott Free Library; Merrill), and Brandon Hardin (Withee Public Library).

2023-2024 LSTA Sparsity Aids Grant

\$77,087 was awarded to the LEANWI Partners under the LSTA Sparsity Aids channel. \$50,400 was designated within the LEANWI 2024 budget plan to support LEANWI tenancy for rack 1, through WiscNet, at the Chippewa Valley Technical College (CVTC) Regional Datacenter (RDC) and for Microsoft Licensing renewals and/or new license procurements.

\$10,784.18 was used to renew services with mobile hotspots vendors through June 2024. Libraries utilizing the minimum level continuity of service will have the option to expand service levels or device capacity or extend service subscriptions beyond June 2024 at their own expense.

Continuing Education and Training

Continuing Education

The Wisconsin Public Library Systems created a Spring Webinar Series focusing on neurodiversity among library staff.

- We Are Already Here: The Workplace Experiences of Neurodivergent Library Workers
Thursday, April 18; 12 p.m.
Presented by: Christine Moeller (they/she), PhD Candidate, University of Washington iSchool
- For Managers & Supervisors: Cultivating an Inclusive Workplace for Neurodivergent Staff
Tuesday, May 7; 1 p.m.
Presented by: Renee Grassi, Director, Lake Bluff Public Library

Both webinars will be recorded and are worth one contact hour toward public library director certification. Detailed information [can be found here](#).

Training

WVLS continues to produce a monthly *Digital Byte*. Recent trainings were produced on Sticky Notes, Book Resumes, and Repurposing Canva. All current and future *Digital Bytes* can be [viewed on the WVLS webpage](#). Ideas for training topics are always welcome.

Consultant Services

Inclusive Services

Thanks to LSTA grant funding, the Wisconsin Libraries Talk About Race project will continue for another year. With planning from a group of Wisconsin consultants, the project offers a series of facilitator-led webinars, workshops, and mini-grants to support diversity, equity, and inclusion (DEI) efforts in libraries and communities.

As part of the project, an in-person workshop, “Navigating the Terrain of Change with Dr. Alonzo Kelly” will be held:

- April 25, 2024, 9:30 a.m.-3:30 p.m., at the East Branch, of the Brown County Library (2255 Main St, Green Bay)
- May 9, 2024, 9:30 a.m.-3:30 p.m., at the Wintergreen Conference Center (60 Gasser Rd, Wisconsin Dells)

Youth & Adult Services

Summer Performer Grants

The WVLS Board of Trustees approved summer library program grants for all 25 public libraries and branches in the 2024 Plan and Budget. Each location is eligible to receive a \$300 grant to apply toward performances during summer months.

Summer Math Adventure Grant

This new initiative from WVLS offers three member libraries to implement the Wisconsin Mathematics Council’s Summer Math Adventure program during summer 2024. The \$500 grant was awarded to Minocqua Public Library, Rib Lake Public Library, and Thorp Public Library.

YSIE Get-Togethers

YSIE (youth services information exchange) Get-Togethers have returned. Get-togethers are informal grassroots gatherings of library staff who serve youth. These discussions are important to resource- and information-sharing as well as brainstorming. The YSIE on March 21 at the Minocqua Public Library had six attendees.

Upcoming get-togethers will be held August 12, 1-3 p.m. at Granton Community Library and September 10, 1-2 p.m. virtually with IFLS member library youth services staff.

Listening Sessions

WVLS is hosting two listening sessions in 2024. Open to WVLS library directors or a staff proxy, these listening sessions are unique opportunities for colleagues to share their stories, voice challenges and vet solutions, and brainstorm potential collaborations and opportunities. The first listening session was held April 17 at the Colby Community Library. The second session will be held September 23 at the Frances L. Simek Memorial Library in Medford.

WVLS Circulating Collection and Databases

Makerspace Collection

Several new items are being added to the Makerspace collection. Included are two murder mystery kits, two sets of 10 matching puzzles to host jigsaw puzzle competitions, straw connectors, KEVA building planks, and geoboards. Check out the WVLS [website](#) for information on booking makerspace equipment. This collection as well as the IFLS collection of storytime kits and NWLS memory kits are available to all libraries in the WVLS service area.

WVLS Professional Collection

WVLS has a collection of professional topical materials available for borrowing with a V-Cat library card. New titles were recently purchased in the areas of inclusion, library marketing, and collaboration and will be cataloged and added to V-Cat shortly.

ILS/V-Cat Projects

V-Cat Update

A draft V-Cat budget for 2025 has been reviewed by the WVLS V-Cat Steering Committee and the V-Cat Council. The draft will be presented for approval at the June V-Cat Council meeting.

Libraries are beginning to roll out updated library card application forms to align with V-Cat Library Card Application and Patron Record guidelines. A standard application was created by the V-Cat Cooperative Circulation Committee with input from legal counsel.

In April, the V-Cat Council approved the use of special project funds to set up and maintain an Aspen test server. This will allow V-Cat members to test and evaluate changes to Aspen settings without disrupting the patron experience.

NICE Project Update

The Northern Wisconsin Integrated Library System Consortium Exploration, known as NICE, continues to engage in a comprehensive joint ILS consortium exploration project to determine value and feasibility of an ILS merger between the Northern Waters Library Service (NWLS) Network consortium and Wisconsin Valley Library Service (WVLS)V-Cat Consortium. With the use of 2023-2024 LSTA grant funds, WVLS and NWLS have contracted with WiLS to coordinate meetings, facilitate the project's processes and prepare a final report. The project builds on the [NICE Project's key findings from 2022-2023](#).

NICE Team Members:

Alexander Johnson - Library Support Services Manager, MCPL

Gina Rae - ILS Administration, NWLS

Jackee Johnson – ILS Administration, NWLS

*Katelyn Sabelko - Library Services Manager, MCPL

Katie Zimmermann - ILS Administration, WVLS

*Kelly Wiisanen - Youth and Family Resources Manager, Superior

*Laurie Ollhoff - Library Director, Merrill

Molly Lank-Jones - Library Director, Hayward

Peggy O'Connell- Library Director/ Consortium chairperson, Minocqua

Rachel Metzler - ILS Administration, WVLS

*Sara Klemann - Library Director, Eagle River

Sue Heskin - Resource Library Director, Superior

Tammie Blomberg - Library Director, Rib Lake

Teresa Schmidt - Library Director, Mercer

(*Additional members added to the NICE Team for the 2023/2024 grant cycle.)

The NICE Team has formed targeted workgroups in key areas. Each group meets to consider information and decisions necessary to share an ILS and makes a recommendation using the [NICE Decision Making Principles](#).

The following recommendations have been presented to, and reviewed by, the NICE Team:

- [ILS Vendor Selection](#)

- [Delivery](#)
- [Collaborative Decision-Making](#)
- [Funding Formula](#)

A full suite of recommendations will be shared in June. Library directors and staff are encouraged to provide feedback and ask questions via a [NICE Recommendation Feedback Form](#).

More information can be found on the [Documents page](#) of the [NICE Project website](#).

Websites, Data and Technology

Websites

- There is a new email address for website assistance at websitehelp@librarieswin.org.
- Training resources are regularly added to training.librarieswin.org and the [YouTube playlist](#).
- The Website Accessibility Learning Group meets monthly, integrating accessibility principles into new website designs.
- A Centralized Online Resources page is coming soon, which will reduce website maintenance time and enhance access to BadgerLink resources from library webpages.

Data

- A preliminary 2023 Statistics Booklet copy is available on the [WVLS website](#).
- Assistance on 2023 Annual Report infographics is available upon request at ebrewster@wvls.org.

Technology

- Over half of the WVLS inventoried computers owned by public libraries are over 5 years old, thus ineligible for Windows 11 updates. For budgeting and planning purposes, these computers should be replaced before October 2025.
- [Online procurement form](#): The turnaround time is approximately three weeks from the order to a full install.
- There is a [Technology tips and FAQs page](#).
- [Princh print management](#) is available at no extra cost to interested libraries.
- Kajeet Hotspot support ends on December 31, 2024. WVLS can provide suggestions (Kajeet direct contract, Tech Soup, etc.) for libraries wishing to continue a hotspot program.
- TEACH internet migration for libraries continues to happen, and 5 of 27 WVLS sites have been fully migrated. The current completion date is now June 2024. Libraries will receive “welcome” letters and contracts that need to be signed and returned.
- WVLS will be renewing efforts to work with Taylor County libraries to complete network config updates to support use of the new Taylor County Fiber Network (TCFN) services available at each library. The goal is to segregate internet traffic from the libraries’ public wifi networks.

Technology Support

- The TEACH division of the Wisconsin Department of Administration (DOA) has a new contract for statewide networking. The previous network and services, labeled “BadgerNet Service,” is still in the process of being replaced by a new network, labeled “TEACH Network Service.” AT&T will continue to be the Managed Service Provider (MSP) for the statewide networking fabric for schools and libraries and is still in the process of completing the migration of service connections. The end of the “current” BadgerNet contract was originally January 31, 2024, but after AT&T struggled to meet that deadline, an extension of contract through June 2024 was affected.

- Last fall, LEAN WI partners began exploring a relationship with a new Microsoft Licensing vendor and continues working with its team of licensing experts to better understand program renewal and new procurement options. There are two major tracks of licensing management: maintenance of current licensing and procurement of new licensing. Current licensing maintenance supporting core infrastructure and core services for member libraries is active through June 2024. Because current licensing is not an option after June 2024, WVLS will work with its current MS licensing vendor during late April and May to affect the necessary program change and a renewal of existing licensing.

SELECT AUGUST 2024 MEETING DATE: LAC members selected Thursday, August 15, 2024, as the next meeting date.

ADJOURNMENT: DEMLOW/GIORDANO MOTION to adjourn. Meeting adjourned at 11:45 a.m.

Respectfully submitted by Kristie Hauer

DRAFT

Summary of committee members' reflection and discussion on using data to guide decisions.

Think about a challenge or situation facing your library. Take 5 minutes to respond to the questions below:

If you had two magic hours of uninterrupted time to reflect, plan, or act on your challenge, list one to three things you would do in that time.

If you had a magic genie guru who could answer one question related to that challenge, who would that guru be and what would you ask?

If you walked into your office and the answer to your question/challenge was magically sitting in a folder on your desk, what would that document look like?

Without going into your specific situation (in detail) share one of your responses to a prompt.

1. Two magic hours
 - **Create communication document** to place staff within and get staff on board for large, disruptive project.
 - **Work on a presentation for school board** (stakeholders) that do not have a clear understanding of value/function of library, but makes decisions about the library.
 - **Act on the plan that is in place and has buy-in**, just needs to coordinate/motivate/engage players.
2. Genie guru
 - **Ideas of events that would go over in your community** – what would be an effective/valuable choice of programming that would be of interest to community members?
 - Ask [ChatGPT] for **guidance on creating AI policy and training documents**.
3. Magic document
 - **Detailed organizational document for managing information and reference.**
 - **Document written by citizens** with a plan to respond to local government actions regarding the library, including many voices and actionable items
 - **"The perfect plan for summer reading program** for those with bigger ideas than their staff and volunteers for a community that has higher expectations than we can deliver on."
 - **Mapped out examples of different types of collected statistics and value of each** – a prioritized list of "most important" statistics and how to gather.
 - How to **reach community members not currently using the library** and make them into users.
 - Plan for **digital literacy sequence/training for youth in schools**.
 - Have a great big **donation** check with no strings attached.

Themes:

Clarification – communication to stakeholders about the work the library is doing in a way that makes sense and is of value to them

Don't reinvent the wheel – find those that already have done the work successfully, use available resources

Managing expectations - put the ownness back on the users and audience (example: summer reading – don't make it all about staff organizing events, performers, etc. Bring it back to basics with participants guiding their own involvement such as reading challenges, bingo sheets, self-designed activities that give credit and are simply awarded)

Sharing:

Communication

- Communicating **statistics in a dashboard** that can be published to your website
 - – using Looker Studio
https://www.youtube.com/watch?v=zFPzU7BU9_o&ab_channel=JamesAllen
- **Using AI as a guidance tool**
 - AI tools:
 - <https://chat.openai.com/>
 - <https://gemini.google.com/>
 - <https://copilot.microsoft.com/>
 - Ask AI to critique/give feedback on your writing
 - Ask AI to draft a press release, email, etc., on a certain subject, then edit
- **Use old drafts to get started**
- **Visuals** - Canva graphics for communicating complex ideas simply
- **Stick to an idea** ("apples" vs. "oranges" for funding type) – once you have a message/metaphor, don't change it for different channels, audiences, etc.
- Simple **bullet points**
- Use a **message mapping** tool for organizing talking points – keep the key messages SHORT (about 9 – 15 words each) with 3 supporting statement bullet points each. Share with staff, board members, etc., so everybody is speaking the same language
 - <https://userpilot.com/blog/message-mapping/>
 - <https://www.crayon.co/blog/message-map>

Staffing

- **How do I hire for what I need?** Recruitment is hard, hiring doesn't result in good fit.
 - Make sure **job posting** is clear but enticing (if pay is low, play up that it's a fun place to work, etc.)
 - Have more than one person **interviewing** – even if one person asks questions and one takes notes, have more than one set of eyes and ears in the room
 - Other staff person – departing staff person if possible
 - Possibly board member IF there is understanding that the director makes the final decision/is the manager
 - Municipal staff
 - Review the **interview questions** you're asking – redo your questions for every interview; adapt questions to determine if the skills and personality are a match
 - Find people who can help - Heather @ MCPL can be a resource
- **Difficult staff conversations – book, "Talking on Eggshells"**
 - <https://www.goodreads.com/book/show/80964413-talking-on-eggshells> ***NOTE*** currently not in V-Cat catalog – anybody willing to purchase?

Data

- **Foot traffic** - showing utilization
- **Cost of each resident to fund libraries** - cost per capita
 - *"For the cost of a children's book, you receive full library services for a year..."*
- New patrons - **new patron registration**
 - **Who are the new faces coming to your programming** - direct ask, survey; how do you get them to come back
- **Circulation**...book promotion activities (effort, budget, time), but circulation falls
 - Explaining the why...change of focus in schools on canned reading instead of selecting and free reading
 - But needing to refocus on communicating about factors impacting circulation and measures of value other than circulation

Tools and ideas:

Lippitt-Knostr Model of Managing Complex Change – or, “Why am I beating my head against this wall?”



Talking Points: Message Mapping

- <https://userpilot.com/blog/message-mapping/>
- <https://www.crayon.co/blog/message-map>

AI Tools

- <https://chat.openai.com/>
- <https://gemini.google.com/>
- <https://copilot.microsoft.com/>

Statistics and data communication

- Looker Studio https://www.youtube.com/watch?v=zFPzU7BU9_o&ab_channel=JamesAllen
- Canva for visuals
- Erica Brewster for data collection, organization, interpretation, question answering, infographic help: ebrewster@wvls.org