

**Wisconsin Public Library Consortium**  
**Board Meeting Notes**  
**October 23, 2020 at 1:30 pm**  
**via Zoom**

**Present:** Kristen Anderson (WRLS), Evan Bend (OWLS), Dominic Frandrup proxy for Anne Hamland (WVLS), Steve Hesel (MCFLS), David Kranz (SWLS), Sherry Machones (NWLS), Mellanie Mercier (BLS), Steve Platteter (ALS), Rebecca Schadrie (MCLS), Martha Van Pelt (SCLS), Tracy Vreeke (NFLS), Maureen Welch (IFLS), Kimberly Young (MLS)

**Absent:** Jeff Gilderson-Duwe (WLS), Rob Nunez (KLS), Steve Ohs (LLS)

**Guest:** Ben Miller (DPI)

**Project Managers:** Sarah Birkholz (WiLS), Jennifer Chamberlain (WiLS), Melody Clark (WiLS)

**1. Call to order/Welcome & Introductions**

Chair K. Anderson called the meeting to order at 1:31 pm.

**2. Consent Agenda**

- a. Review agenda
- b. Approval of minutes from [August 10, 2020](#)
- c. Acceptance of Steering Committee Meeting minutes from [September 17, 2020](#)
- d. Decisions made between August meeting and current meeting: None

It was noted there is a change in the agenda and item 4.a will not be discussed as B. Smith of DPI will not be in attendance and asked to withdraw the item from the agenda.

The consent agenda was approved by consensus.

**3. Updates from Previous Meetings/Projects**

- a. [YTD Budget](#)
- b. [DPI and WPLC Pandemic use Update](#)
- c. [Hoopla / Midwest Tape Update](#)

It was asked if there were any questions regarding the updates. Many were surprised by the Hoopla/Midwest update – especially the “Next Generation” facet.

It was asked if the WPLC/WSDLC usage is looking at categories like youth vs adult, or just usage overall? It was confirmed that the data will be able to be broken out by collection, adult, juvenile, YA, etc.

It was asked what is DPI’s goal for the project. Is it to advocate for digital content during these trying times? It was confirmed that yes, to advocate for digital content and also to advocate for increased funding, as well as to show overall usage and importance.

B. Miller noted that the project was originally going to look at ebook usage around the McMillan embargo and that DPI hopes to use it for a variety of purposes.

#### **4. New Business**

##### **a. Discussion: PLSR Delivery Governance**

*Background and during the meeting:* Bruce Smith from DPI will share information with the Board regarding the PLSR Delivery implementation and WPLC potential involvement.

REMOVED FROM AGENDA.

##### **b. Discussion and action: 2021 Officers**

The Nominations Committee has convened and presented the following slate of officers for discussion and action:

Chair: Kristen Anderson

Vice-Chair: David Kranz

Digital Library Steering Liaison: Maureen Welch

Technology Collaborations Steering Liaison: Jeff Gilderson-Duwe

On behalf of the Nomination Committee, T. Vreeke made the motion for K. Anderson for Chair, D. Kranz for Vice-Chair, M Welch for DL Steering Liaison, and J. Gilderson-Duwe as TC Steering Liaison.

S. Platteter seconded. Motion passed unanimously.

##### **c. Discussion and action: WiLS 2021 Project Management Agreement**

WiLS has provided a 2021 project management agreement for board discussion and action.

M.Welch moved to approve the 2021 WiLS Project Management Agreement. S. Hesper seconded. Motion passed unanimously. S. Platteter abstained, as a WiLS board member.

##### **d. Discussion Annual Membership Meeting**

Each year, the Board and Digital Library Steering Committee have a joint meeting at WAPL that is designated as the WPLC Annual Meeting. All members are invited to attend. At this meeting, the group will confirm the date, decide if the meeting will be in person at WAPL or online, and begin discussion of potential topics for discussion/information to share at the meeting. WAPL is set for May 5-7 at the Ingleside Hotel.

The majority of the group advocated for having it online as it increases the number of folks who can attend.

A poll will be sent out to determine the date.

Project managers proposed the following topics for the meeting: new Technology Committees update, a 2020 recommendations update, an overview of the 2021 recommendations and a pandemic data review.

The group agreed with those topics and there were no additional topics recommended at the time.

**e. Discussion: Social Media Committee Proposal Update**

Earlier in the year the Board asked the Social Media Committee to brainstorm ideas around advocacy and marketing of the digital library and library community in general. The group was asked to provide a budget for potentially implementing the projects. The committee presented the Board with some ideas but had two points for the Board to consider.

- *The committee had concerns about promoting the digital library when the average wait time is still so high and the wait time for popular materials is even higher. They not only worried that it would reflect poorly on the digital library but also on the local libraries.*
  - It was noted that high wait times shouldn't bar us from advocating for the WPLC. We have high holds on extremely popular physical copies as well. The group also agreed that a part of the focus of the promotion could be on some of the always available content.
- *There is a bit of uncertainty about how promotional materials are branded. Some members of the committee felt that if the local library's name and/or logo is not present, people will not feel they have access to the resource. (It was noted that this could be alleviated with language like "If you have a card from a WI public library, you can check out books from Wisconsin's Digital Library.") Also, library logos and names come in all shapes and lengths (from a design perspective), and creating templates that work for all of them would be a challenge. The question is: Should materials produced by this group be co-branded by the local library or branded only as Wisconsin's Digital Library?*
  - It was noted that a space could be left for library branding, but it was agreed that all liked the suggested wording "If you have a card from a WI public library, you can check out books from Wisconsin's Digital Library."

T. Vreeke made a motion to approve the \$2,300 of R&D funds for the Social Media Committee as outlined in the update, not including printing fees.

S. Hesper seconded. Motion passed unanimously.

**f. Discussion: Potential R&D Projects**

At the August meeting, we began some discussion of potential R&D projects for 2020. It was noted that the advocacy work proposed by the Social Media Committee may extend into 2021 and the group was reminded that there is a potential request from the Historical and Local Digital Collections Committee to cover the cost of a new platform fee. That cost could potentially come out of R&D funds for next year.

Considering the R&D projects that are already either underway or are known potential projects, the group was asked if there are potential projects that might be good R&D projects for WPLC for next year or anything that the Collection Development Committee should be looking into for their 2021 recommendations.

It was noted that with the two new technology committees starting, the group should leave space open, in case something comes out of either of those.

No additional ideas were shared.

**g. Discussion and Action: 2020 Recommendations Update**

**i. Update on current 2020 Recommendations**

The 2020 Recommendations were approved in May by the Digital Library Steering Committee. Project managers have begun work on recommendations and presented the Board with a written update. It was asked if there were any questions or comments.

It was noted that systems are always trying to figure out what is the best model to purchase and what will give the most use per cost at any given time, so having support for the selectors in this is exciting.

**ii. Advocacy Committee**

One of the approved recommendations for this year is to “Explore partnerships and other avenues for increased resources and maximizing the use of the collection.”

Potential identified activities for this group:

- Explore funding partnerships and collaboration with potential partners including COLAND, the state education community, counties, etc.
- Start a conversation with LD&L for state level funding.
- Consider strategies for private or grant sources of funding.
- Explore county reimbursement and counting of digital circulations in non-librariad resident use

Volunteers for the committee were recruited. It was asked if a DPI representative should also be considered. The group agreed to this.

S. Hesper and K. Young volunteered. T. Vreeke is also willing, if a third is needed. WiLS will reach out to DPI as well.

**5. Information Sharing from Partners**

S. Hesper shared that MCFLS had a very generous donation of \$100K from Milwaukee Public Library to the system advantage account.

**6. Meeting Evaluation**

How did the meeting go? Was everyone participating? How might we improve for our next meeting? There were no comments on the meeting.

**7. Adjourn**

*Next meeting:* February 23, 2021 at 1:00 pm

S. Hesper motioned to adjourn. S. Platteter seconded.

Meeting adjourned at 2:24 pm.