

Wisconsin Public Library Consortium

Board Meeting Notes

October 22, 2019 at 1:00 pm

via GoToMeeting*

{Alternate in-person location: 980 WI-16, West Salem, WI 54669}

Present: Kristen Anderson (WRLS), Evan Bend (OWLS), Jennifer Chamberlain (MLS), Jeff Gilderson-Duwe (WLS), Anne Hamland (WVLS), Steve Hesel (MCFLS), Anne-Marie Itzin (NWLS), David Kranz (SWLS), Mellanie Mercier (BLS), Tovah Anderson, proxy for Steve Platteter (ALS), Martha Van Pelt (SCLS), Tracy Vreeke (NFLS), Maureen Welch (IFLS)

Absent: Rob Nunez (KLS), Steve Ohs (LLS), Rebecca Schadrie (MCLS)

Project Managers: Melody Clark (WiLS), Stef Morrill (WiLS)

1. Call to order/Welcome & Introductions

Chair K. Anderson called the meeting to order at 1:03 p.m.

2. Consent Agenda

- a. Review agenda
- b. Approval of minutes from [August 13, 2019](#)
- c. Acceptance of Steering Committee Meeting minutes from [September 19, 2019](#)
- d. Decisions made between August meeting and current meeting: None

There were no changes and the consent agenda were approved by consensus.

3. Updates from Previous Meetings/Projects

- a. Historical and Local Digital Collections Committee: This group has not met since the last meeting of the board.
- b. [YTD Budget Review](#) and [YTD Budget](#)

S. Morrill explained a budget update was included in the agenda materials. The budget has been updated to include the additional \$12,000 WPLC received from LSTA for the BiblioBoard project. The total cost for the pilot project was paid with funds from DPI. The "other" income and expense from the 4/30/2019 YTD budget has been separated to make it more clear: 1. The Transparent Languages project has been added. These two amounts are equal, as the cost of the project is funded by the libraries participating. 2. The other income/ expenses were a bill-pay for MCFLS that was refunded by them (OverDrive invoiced the consortium instead of MCFLS) and an extra payment that was made by NFLS that was subsequently refunded.

4. New Business

- a. **Discussion and action: 2020 Chair, Vice-Chair, and Steering Committee liaison**

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

Chair: Kristen Anderson

Vice-Chair: Anne Hamland
Steering Liaison: Maureen Welch

E. Bend seconded. Motion approved unanimously.

b. Discussion and action: WiLS 2020 Project Management Agreement

WiLS has provided a 2020 project management agreement for board discussion and action. There have been a few changes to the project management agreement, including the following sections:

- 1.a.vi. and 1.b.v. *Produce requested supporting materials, including research and gathering statistics*
- 2.d. wording changed from "website home page" to "website."
- 2.e. addition of: *In consultation with the Board Chair as needed, respond to requests for information about WPLC from other libraries, researchers, and media.*
- 3.a.4 wording changed from "maintaining and participating in an online community for support providers" to "maintaining and participating in an email list of community support providers."
- 3.a.i.9. *Develop and/or share digital library promotional materials for use by WPLC community.*
- 3.a.ii.10. *Generate and/or provide evaluative information at the end of the pilot period, including surveys, usage statistics, and other information as needed.*
- 3.a.iv iv. *Public library email list*
 1. *Maintain email list platform.*
 2. *Deal with subscription/unsubscription issues.*
 3. *Moderate posting by non-subscribers.*
 4. *Communicate with subscribers who are not following participation guidelines.*
 5. *Promote list and appropriate use of the list.*

Project managers noted that the year needs to be updated from 2019 to 2020 and number of hours listed in the contract needs to be updated from 600 to 636 to include the addition of the Public Library email listerv maintenance.

T. Vreeke made a motion to approve with all changes mentioned. M. Welch seconded. Motion approved. T. Anderson, on behalf of S. Platteter of ALS, abstained from the vote due to his involvement on the WiLS Board.

c. Discussion: Annual Meeting

Each year, the Board and Steering Committee have a joint meeting at WAPL that is designated as the WPLC Annual Meeting. All members are invited to attend. WAPL will be held April 29-May 1, 2020 at Best Western Premier Waterfront Hotel & Conference Center in Oshkosh. The group agreed the meeting will be held on Wednesday, April 29th and discussed having a WPLC informational session during WAPL, similar to the format of 2019. They begin discussion of potential topics for discussion/information to share at the meeting.

BiblioBoard and R&D updates were mentioned as topics for both the meeting and session. Other ideas can be submitted to the project managers by the end of the year. The Board will continue the discussion of the annual meeting at their February meeting.

d. Potential R&D projects

At the August meeting, the Board began some discussion of potential R&D projects for 2020. After that meeting, some partners shared ideas for potential projects.

From MCFLS: "MCFLS will be working to do more as a system with advocacy and marketing. What about the idea of some web-based tool/platform that makes it easy for patrons to share their library stories/experiences and then the stories go into a feed or area by system to showcase statewide love of public libraries? I know there is the ALA I love libraries campaign and press kit. But I believe the idea there is for patrons to use social media. This would be collecting them so that someone in Milwaukee could hover over a map and link to a wonderful story from someone in Oshkosh.

Example: <http://www.toledolibrary.org/librarylove>

A second idea is to explore somehow using Storybird to have libraries work with local schools and educators to do writing and book creating projects? MCFLS has a growing number of educational cards and works with MPL to do its LibraryNow digital library campaign."

From Bridges:

1. Augmented Reality Storywalk: Baltimore County Library and the Maryland State Library. <https://technical.ly/baltimore/2019/07/23/augmented-reality-baltimore-county-public-libraries-summer-reading-storywalk-balti-virtual/>

2. Augmented Reality Historical Society collaboration: Carroll County Library (MD) and Union Mills Homestead (they even made coasters that could be in restaurants - this one you can do with the app on the following website, but the app up to the picture and it become augmented - and I see they've added another picture in the last month - the first one, and I can't get that one to work, so skip the pink house) <https://library.carr.org/programs/unionmills.asp>

3. VR and workforce development - Nevada State Library; they identified a shortage of dialysis technicians and created a vr program for residents to be able to go to a library and try out the job to see if they'd like it. <https://carsonnow.org/story/04/05/2019/nevada-libraries-accelerate-workforce-programs>

The group was asked if they want to have more information about any one of these idea as we continue to discuss projects for 2020. M. Mercier noted these are topic ideas gathered from ALA that other states are doing, not necessarily ideas from Bridges Library System.

There was a question about if the on-demand Spanish collection would fall into this area? It was clarified that the collection was a recommendation from the 2019 Collection Development Workgroup recommendations and funds will be taken out of the buying pool in 2020 to fund that pilot. Project managers have begun work on this with OverDrive, working to identify titles to include in the collection. There has been an issue with the quality of available Spanish materials and OverDrive is going to work with publishers to obtain more titles. This collection will be live in 2020.

J. Guilderson-Duwe mentioned that Oshkosh Public Library has launched a new app based historical tour highlighting the Washington Avenue Neoclassical Historic District. Powered by the free Vamonde app, the tour combines stories, rare photos and video to bring this historic district to life. It focuses on the period from 1900-1930, when the area experienced a resurgence in the wake of Oshkosh's Great Fires. If there is interest from the systems and WPLC, Oshkosh has a model. [The brochure for OshKosh's tour can be found here.](#)

The group discussed the tour idea and felt it could be beneficial.

There was a lot of support expressed for the statewide advocacy and marketing testimonial idea. In conjunction with the recent conversations at LD&L about needing more stories from users, this would be a nice project that could be really impactful statewide. The WPLC Board could potentially partner with LD&L on this project. Showcasing some of the things that libraries are doing, like the Oshkosh tour mentioned above, along with stories, could be powerful. There could be a button and nice visual that could easily be added to all WPLC/DPI/System sites. A question was raised about the ALA *I love libraries* campaign and if it could be tied to a local level. Stories collected could be output for libraries to use locally.

J. Chamberlain mentioned that when she was with the UW system, they had a similar campaign that had a catchy way of gathering and describing impact and was used in a myriad of ways both in social media and other mechanisms to show wide-spread impact and diversity of populations that are interacting with services. She will share that information with the project managers.

There was a lot of interest in both the augmented reality historical society project and advocacy efforts. As a next step, project managers will collect further information around these topics for the Board's next meeting.

e. WPLC Holds Reduction Spend Policy

One of the 2019 Collection Development Workgroup's recommendations was to create a spend policy for the Holds Reduction Amount of the WPLC budget to help ensure spending of those funds during the same year they were provided. Below is a draft of that policy.

WPLC Holds Reduction Spend Policy

The digital buying pool is used to purchase content for Wisconsin's Digital Library. The buying pool is divided into a "Base" amount that is applied to share collection and a "Holds Reduction" amount that is contributed to an Advantage account for each system. The Holds Reduction amount is based on percentage of holds placed by each system in the previous budget year.

The Holds Reduction amount is applied to all WPLC System Advantage accounts at the beginning of the calendar year. Each system Advantage account is required to spend their Holds Reduction amount within the fiscal year it was received. If an Advantage account has not spent out their Holds reduction amount by 30 days after the end of the year it was given (Jan 30), the remaining, unspent funds will be moved back into the WPLC consortium account.

The group was asked if there were any concerns or questions about this policy. It was recommended to include "encumber" in the policy: *Each system Advantage account is required to spend or encumber their Holds Reduction amount within the fiscal year it was received.*

J. Gilderson_Duwe moved to approve the policy with the addition of "encumber." T. Vreeke seconded. Motion approved unanimously.

5. Information Sharing from Partners

M. Van Pelt asked if there would be an agenda sent out in advance of the Roundtable. It was noted that the agenda will not be sent out in advance, but a reminder was sent out today to all those that signed up of location, time and a link to the webinar recordings.

M. Welch received an email about a patron saying that Libby is inaccessible to screen reader and requested that WPLC continue to push this issue. Project managers have noted that this is the third patron that has formally complained about this and would like to connect with the patrons those patrons. It was also suggested that the Steering Committee could put together a formal complaint about this for OverDrive.

It was asked if this is not compliant with ADA? Most likely it is not out of compliance as OverDrive does have an alternative, the OD app, that does allow for screen readers. However, this is not good practice and project managers will move forward with connecting with the patrons and working with the Steering Committee on a formal complaint.

6. Meeting Evaluation

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

7. Adjourn

Next meeting: The group was asked to fill out the following form by Friday, October 25th to schedule the 2020 WPLC Board meeting dates. [2020 scheduling form](#)

The meeting adjourned at 1:42 pm.