

**Wisconsin Public Library Consortium  
Technology Collaboration Steering Committee Minutes  
SPECIAL MEETING  
Monday, July 14, 2025 - 11:00 am - 12:00 pm  
Zoom**

**Attendees:** Melissa Aro (DPI), Wyatt Ditzler (PLLS), Bryan Durkee (OWLS), Katherine Elchert (NWLS), Steve Hesel (MCFLS), Brittany Larson (Bridges), Marla Sepnafski (WVLS), Vicki Teal Lovely (SCLS), John Thompson (IFLS)

**Absent:** Kristen Anderson (WRLS)

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

**Guests:** Kim Kiesewetter (WiLS)

**1. Call to order**

The meeting was called to order at 11:00 am by V. Teal Lovely, chair and J. Chamberlain gave an overview of the agenda packet and background information.

**2. Concluding the WPLC Data Dashboard Pilot and determining Next Steps/Recommendations**

**a. Questions?**

Project manager, J. Chamberlain asked the committee if there were any remaining questions related to the project background or work done to date?

There were no questions at this time.

**b. Review Desired Outcomes and Future Considerations for the pilot project**

J. Chamberlain walked the committee through the identified outcomes and considerations this committee drafted when commissioning the Data Dashboard pilot.

**c. Presentation: [Data Dashboard Pilot Project Report: September - December 2024 Findings and Feedback](#)**

WiLS Data Analyst, K. Kiesewetter presented the final Dashboard Pilot report that includes updated findings and feedback since March 2025.

Key takeaways include:

- Extended collection of feedback via the survey through June 30, 2025. Communicated via wispublib and system directors to promote a second round and ended up with 79 responses. 92% increase from total number of March responses.

- While the overall findings remain consistent from the previous version, there were some shifts with the extension of the feedback survey in who was participating in the pilot. These included:
  - More users who have NOT completed academic coursework in research methods (went from 66% to 56%)
  - More users with lower data confidence... data confidence weighted average moved down to 3.63
  - More one-time users of the dashboard participated
  - Simultaneously, people with less data confidence and less formal data training, also seemed less likely to utilize the training materials associated with the dashboard (decreased by 15%). This led to a decrease in people finding the training materials helpful. There is a clear correlation between engaging in the training materials and finding the dashboard meaningful and easy to navigate. Training is important in increasing meaning and satisfaction with the tool.
- With the extension, more qualitative data and more case use examples were gathered. (available on p.9)
- Considerations for the next steps section was expanded based on the provided data and highlight the role-based variation piece. Library professionals' engagement with the dashboard was influenced by role, with public library directors being the most likely to use the tool. Ease of use was also influenced by library staff role. For example, perceived ease of navigation was correlated with a person's role; 0% of public library system directors and staff found the dashboard difficult to navigate, but 19% of library directors and 33% of library staff did find it challenging to some degree. Understanding that different roles have different needs when it comes to a dashboard tool is an important consideration moving forward.
- The pilot provided evidence that this is a tool that would likely be of most interest and value to public library system staff and directors, as well as public library directors.

S. Heser thanked K. Kisewetter for her work and appreciated the inclusion of the comments by users in the report.

V. Teal Lovely appreciated that the extension of the dashboard pilot allowed for additional feedback to be included in the report.

- d. **Action: What did the committee learn from the Data Dashboard Proof of Concept Pilot? The committee should answer the following tool-agnostic questions.**

J. Chamberlain walked the committee through these two key questions as an initial step in closing out the pilot.

- Is there a need for access to an interactive, designed-for-novice-users data dashboard of Annual Library Survey data elements at the statewide level, accompanied by training and support materials? (yes or no)
  - S. Heser does feel like there is a need for this type of tool. Initially, they were looking at replacing their current dashboard which includes local ILS data, but he understands that there is a need, statewide, for comparable annual report data.
  - B. Larson asked about the cost associated with Looker Studio. K. Kiseswetter noted that it was chosen because there is no licensing fee and the cost associated with it is for a data analyst's work on troubleshooting, support, and updating of the dashboard. M. Aro noted that other costs are also a possibility. The pilot was intended to offer a glimpse at what a dashboard can do so a report could be put together where the group could first decide if this is a need the systems want to move forward on. There were other options on the table for moving forward, which could incur other/different costs.
  - J. Thompson noted that like Milwaukee they have a real time dashboard for circulation data and other data via their ILS. It doesn't compare annual report data among peers. Right now these are two distinctive and necessary tools for IFLS libraries.
  - S. Heser made a motion that the pilot identified a need for a dashboard at the statewide level with training and support materials is needed. M. Sepnafski seconded the motion. Motion passed.
- If yes, should WPLC continue to play a role in offering this as a statewide collaborative service? (yes or no)
  - B. Durkee made a notion that the WPLC should continue to play a role in offering a statewide collaborative service. J. Thompson seconded.
  - It was noted that this idea started under the WPLC Operations Committee and the WPLC governance is a way to move project collaboration along.
  - Motion passed.

**e. Action: Determine next steps and report to the WPLC Board on the learnings from the Data Dashboard Pilot and subsequent next steps.**

The committee discussed the following optional pathways for moving forward post-pilot.

*Possible Scenarios for Consideration*

Option 1: **Design and promote a Statewide Dashboard Showcase in 2026** to extend access to the piloted dashboard and promote/highlight access to other statewide dashboard tools and materials. Additionally, to expand the research on how data dashboards are being used in Wisconsin libraries.

Possible activities could include:

- Extend access to the piloted dashboard (Looker Studio) through December 2026 and identify/promote other existing statewide dashboards to the wider public library audience.
- Develop a series of webinars and training materials on the Looker Studio dashboard, the SCLS dashboard as another readily-available statewide dashboard tool, as well as any other comparable dashboards available.
- Coordinate a statewide data dashboard symposium, inviting presentations from all systems with data dashboard tools. The symposium could share tools and use-case examples, as well as a focus group discussion on the usability of current tools available statewide, future development requests, and other unmet data needs.
- Potentially create a data dashboard user group.
- Conduct a statewide comparison survey/assessment of any available dashboards.
- Determine a cost-sharing model that could include credit for systems with existing annual report data visualization dashboards.

Option 2: **Share findings with the WPLC Board and terminate access to the piloted dashboard (LookerStudio) after the extension (December 31, 2025)**

- Direct folks to the SCLC Tableau Dashboard (or others) as a readily available public, statewide dashboard tool.
- Systems and libraries interested in continued access to the Looker Studio dashboard (WiLS) may subscribe to this resource through WiLS
- Encourage the development of additional trainings and materials to support equitable data dashboard use.

Option 3: **Share findings with the WPLC Board and recommend WPLC funding for an annual subscription to the piloted dashboard. (Looker Studio)**

- Design an ongoing tool evaluation and review process.
- Build annual dashboard costs into WPLC annual budget in 2026
- Continue to monitor Wisconsin library dashboard landscape and bring new developments to the WPLC Technology Steering Committee
- Determine a cost-sharing model that could include credit for systems with existing annual report data visualization dashboards.

Option 4: Other scenario(s) presented by the WPLC Technology Steering Committee members

M. Aro noted that regarding other dashboards, WVLS is also working on an option.

It was asked if there were any additional options that the group wanted to propose. None were proposed.

K. Kiesewetter noted that if Option 1 is the chosen pathway, it is separate from this pilot so the committee should plan ahead for how to gather data and feedback on the showcased options.

S. Heser suggested either option 1 or 3 would be best.. B. Durkee agreed.

J. Thompson is leaning toward option 1 as it includes extending Looker Studio past this year while still looking at other dashboards (SCLS, WVLS, etc.).

B. Larson is also leaning towards option 1. There were questions about current costs and the WPLC approval and funding process.

V. Teal Lovely noted that SCLS currently supports Tableau for their system and will continue to do so.

M. Aro offered that 79 is a good number for respondents to the survey and that a selection of the tool to move forward should remain small. It was shared that if every system and library shared a response, that would be about 400 responses. So 79 is roughly 20% of that pool.

### **3. Review timeline and next steps**

The group agreed to explore option 1 more at their upcoming September committee meeting and provide a budget framework and plan to share at the October WPLC Board.

An update will be given at the August 4th Board meeting. S. Heser and K. Elchert will help to provide the update

### **4. Adjourn**

Meeting adjourned at 12:08 pm.