WPLC

Wisconsin Public Library Consortium

ANNUAL MEMBERSHIP MEETING 2020

Today's Agenda

Information Review

- Brief statistics review
- Roundtable follow up and survey results

Recommendations

- 20-21 Collection Development Committee recommendations
- Steering Committee's thoughts on recommendations

Discussion

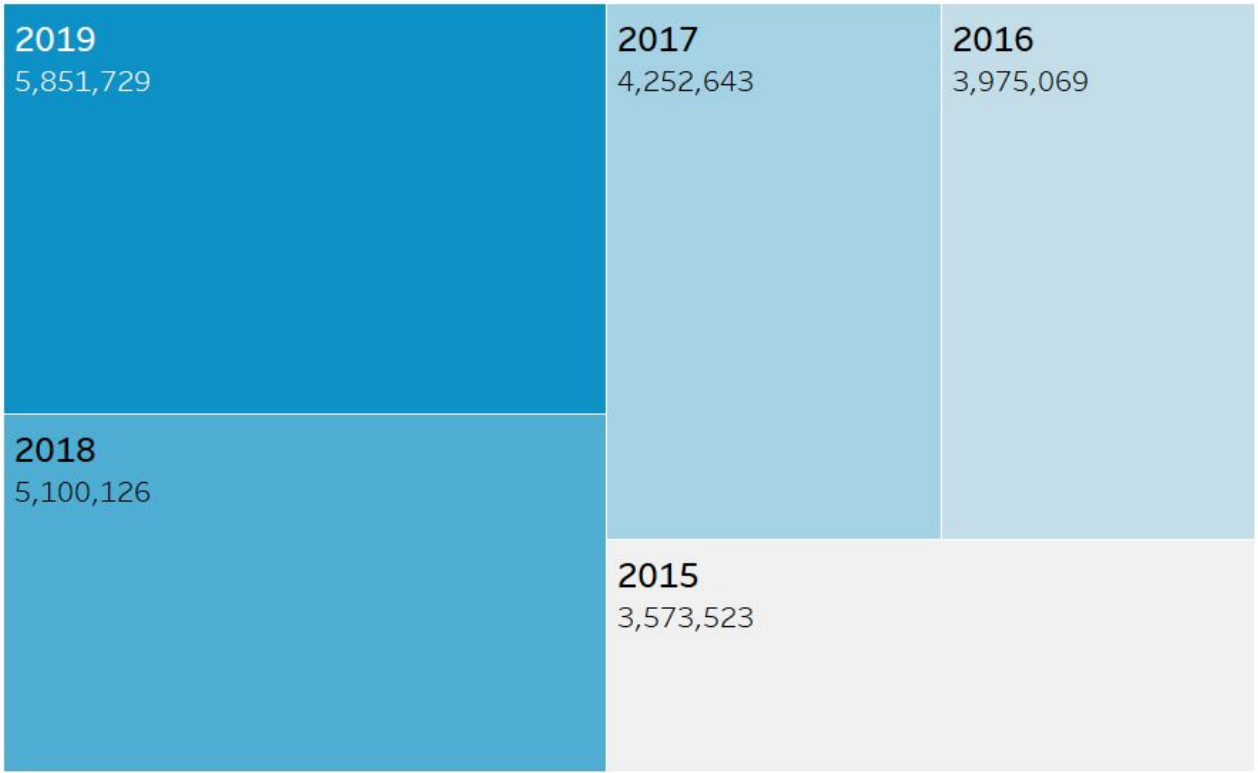
- Buying pool increase and sustainable future funding

STATISTICS!

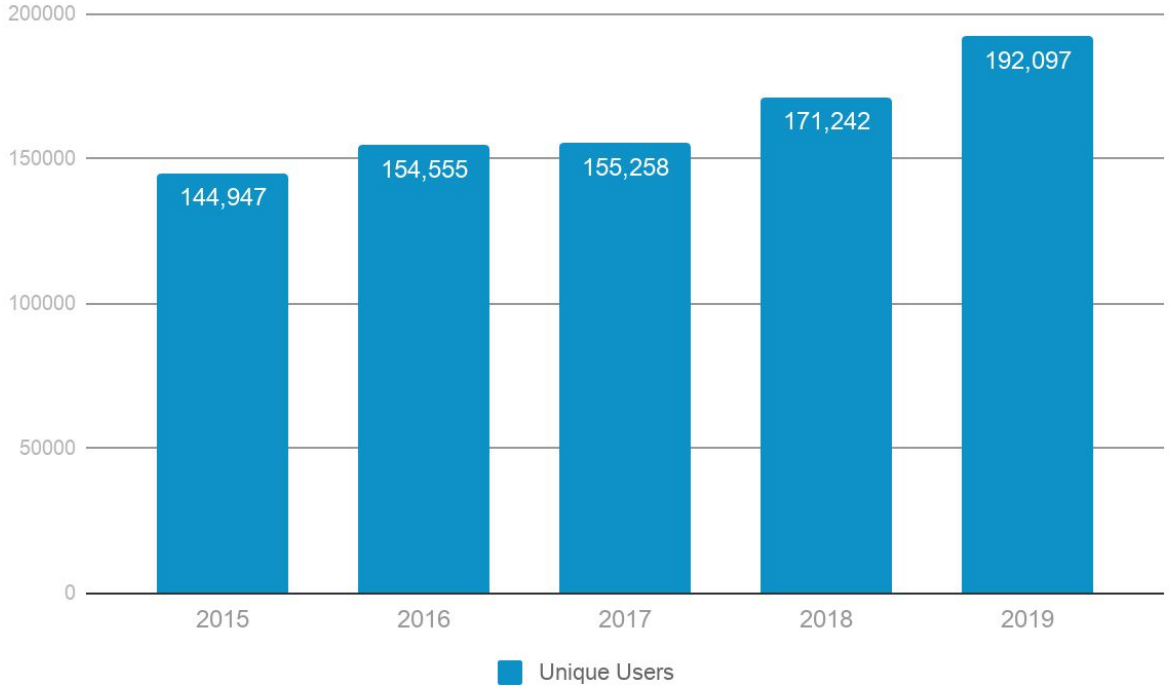
Who doesn’t love data?

Circulation

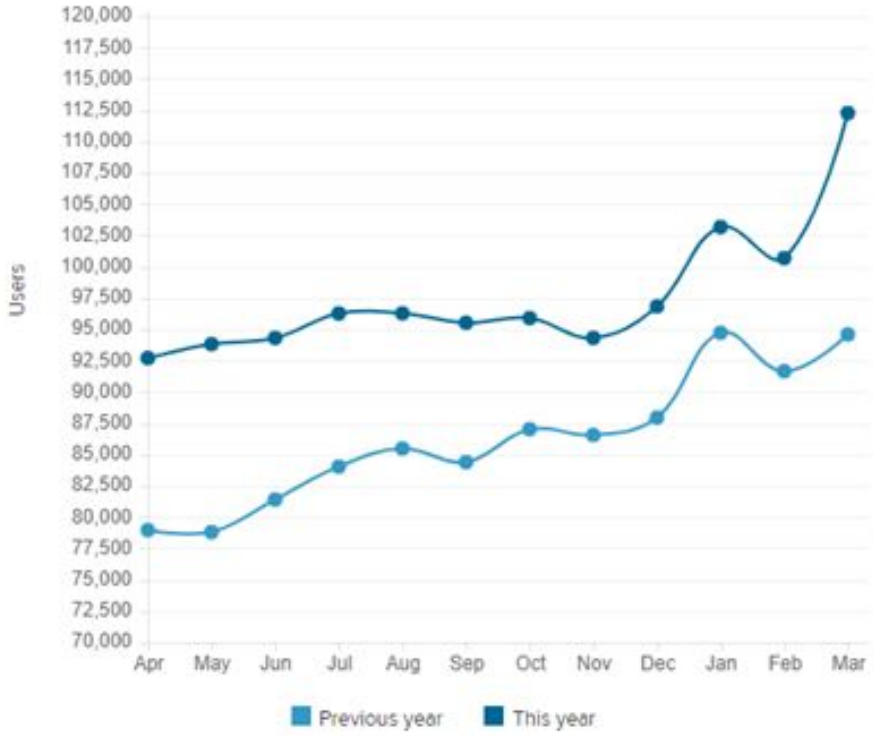
Five Year Comparison



Unique Users
Five Year Comparison

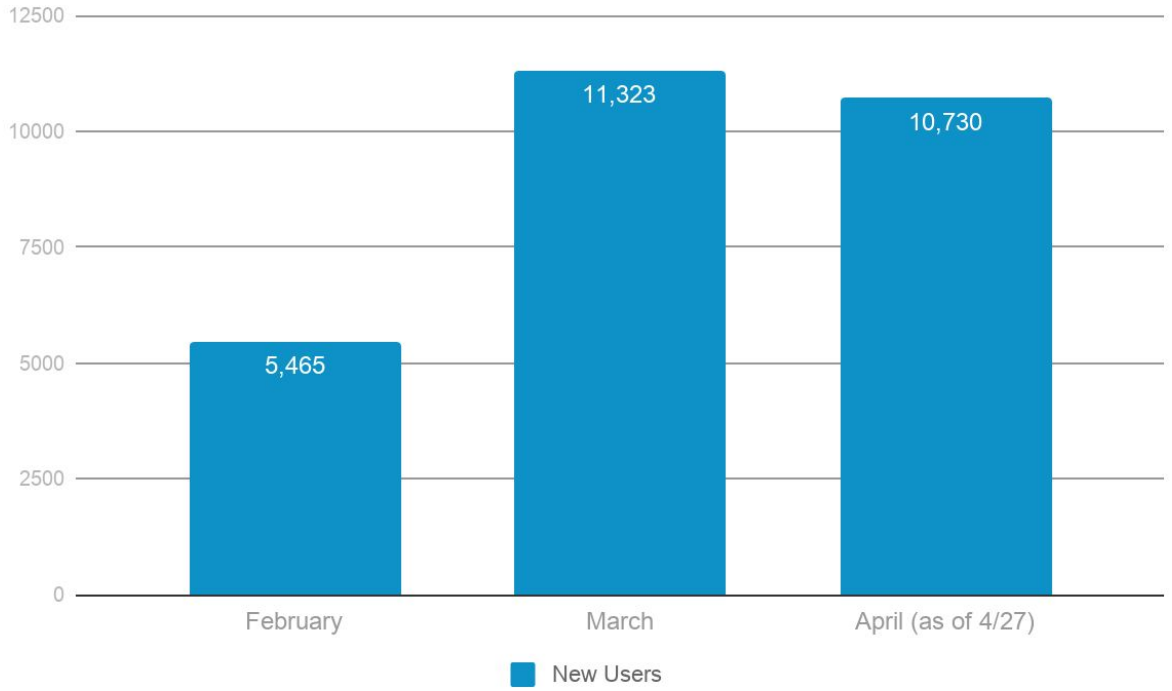


Unique Users
Annual Comparison

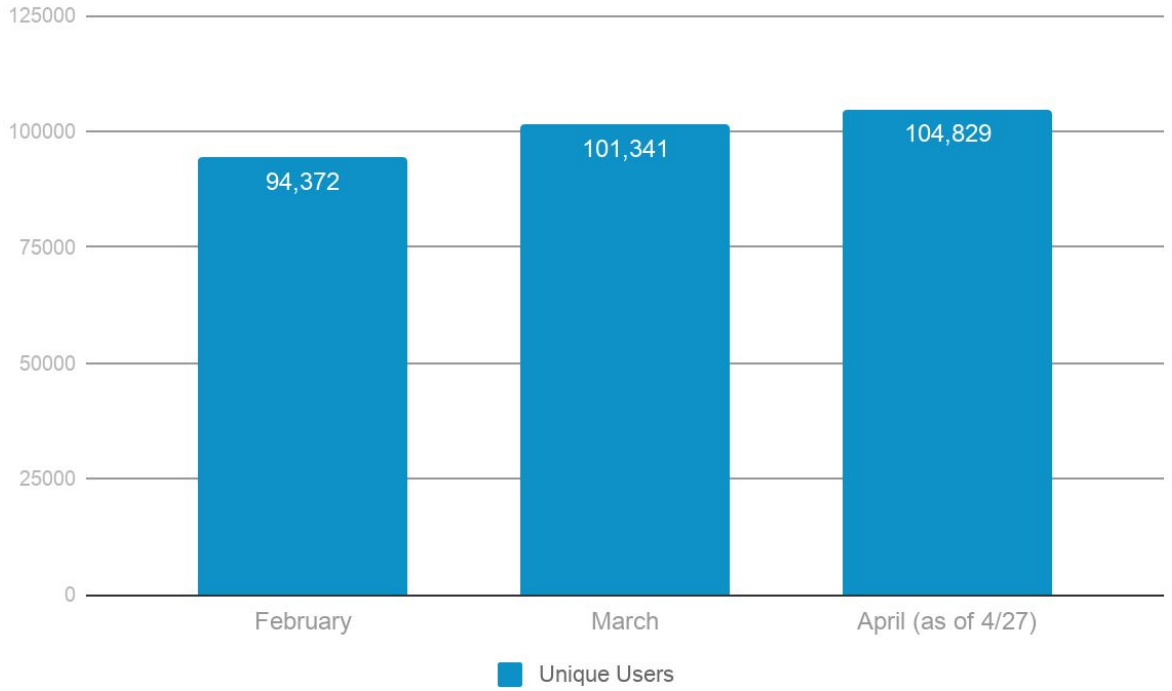


Checkouts
Pandemic Data

New Users
Pandemic Data



Unique Users
Pandemic Data

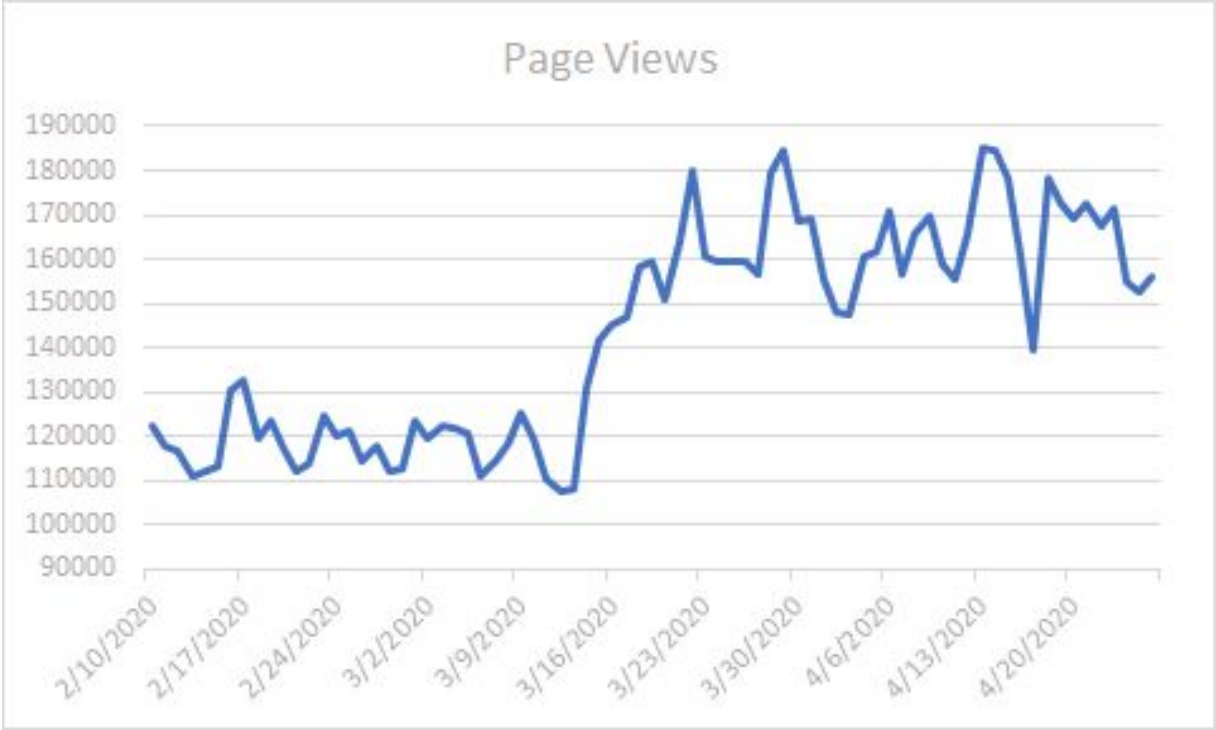


User Activity: Active Visits

Pandemic Data

User Activity: Page Views

Pandemic Data



168,011

Current checkouts

406,436

Current holds

33 days

Current average wait period

WPLC received:

$250,000

for additional Wisconsin's Digital Library content

INSTITUTE of Museum and Library SERVICES

from the WI Department of Public Instruction, in part by the Institute of Museum and Library Services, LS-00-19-0050-19

2019 Roundtable

What came out of that?

Roundtable Goals

- To discuss the goals and value of the collection and to create unified messaging around these goals and value.
- To discuss how to move the consortium and collection forward to meet the goals and enhance the value of the collection.

Roundtable statements exercise

WPLC should increase spending with publishers that support our goals.

Roundtable Discussion Groups

- Advantage
- Collection
- In-State Advocacy
- National Role & Publishers
- Sustainable Increases

Roundtable Outputs

- Statements that were developed and affirmed by all those attending.
- Group statements/recommendations/activities from small group discussions around specific topics.

Roundtable Survey

- Survey of statements with scaled response (agree, disagree, unsure)
- Received 19 responses
- Combination of Board, Steering Committee and Collection Development Committee members responded

100% AGREE

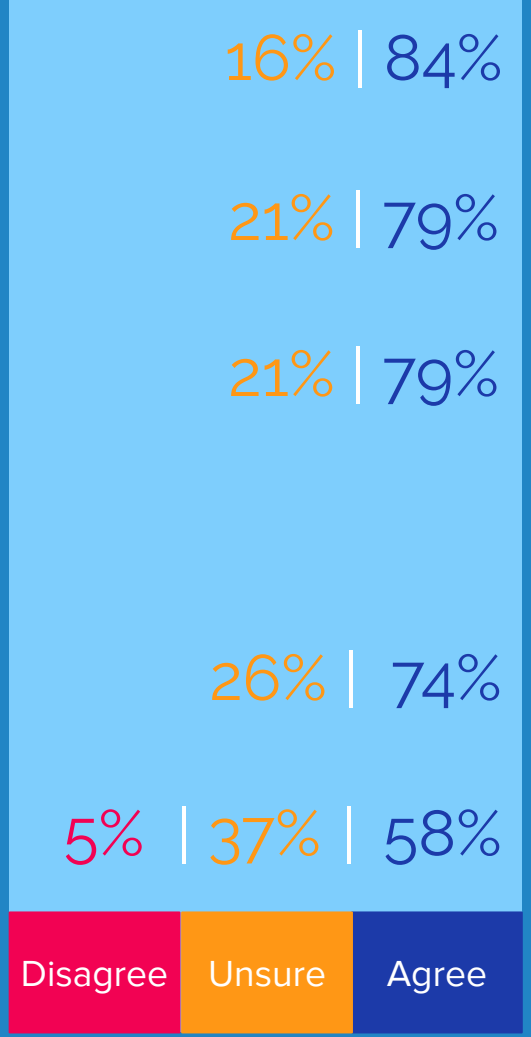
- WPLC should work with libraries, publishers, distributors and authors to create equitable access to digital items.
- WPLC should focus budget on reducing holds based on patron satisfaction and creatively continue to grow the collection.
- WPLC should encourage individual libraries to invest in their System Advantage account instead of establishing their own Advantage account.

95% AGREE

- Immediately-available, desirable, and expected collection is important.
- WPLC will explore partnerships and other avenues for increased resources and maximizing the use of the collection.
- The measure of success of this collection is continuous, happy and sustained usage.
- WPLC should allow systems to make their own decisions about how to purchase for their Advantage account.

90% AGREE

- WPLC should have focused marketing campaigns targeting libraries, library funding bodies, and the public (both patrons and non-users).
- The WPLC should increase spending with publishers that support our goals.



WPLC should have education programs for libraries, library funding bodies, and the public.

WPLC should have a specific brand for the collection.

WPLC should very strongly encourage that individual library Advantage accounts purchase copies only and continue to contribute to System Advantage accounts.

WPLC should study other ways of calculating cost per circ or separating e-resource circs from others.

Funding for shared collection should increase by 5% per year for the next five years.

20-21 Recommendations

from the Collection Development Committee

High Holds and Patron Dissatisfaction Recommendations

- Increase budget by a fixed amount based on a 5% increase each year for 5 years, beginning in 2021.
- Explore partnerships and other avenues for increased resources and maximizing the use of the collection.
- Increase always-available content.
- Research and evaluate the balance of purchasing up front vs. purchasing by holds to determine the most effective way to purchase in light of continuous publisher model changes.

Cost Effectiveness of Purchasing & Circulation Models Recommendations

- Clarify and document what publisher and model factors are being considered as content is purchased.
- Educate all members of the consortium about available models and how they are being utilized.

Publisher Issues Recommendations

- Create a recommended list (good guys list) of publishers that selectors would use.
- Work with other libraries/consortia to share data to better understand publisher landscape.

Advantage Effectiveness Recommendations

- Evaluate the success of the hold reduction program (satisfaction, circulation, etc.).
- Provide guidance and support to Advantage selectors.

Collection Development of Series Recommendations

- Work with OverDrive to develop a list of currently owned titles that are in a series and identify gaps in that series.
- Purchase gaps in a series and work with OverDrive, if necessary, to connect with publishers to gain access to those titles.
- Inquire with OverDrive if there is potential for a discount if multiple titles of one series are purchased or implement a standing order for series titles.

Magazine Collection Recommendations

- To better understand the statewide need, the recommendation is to do a statewide survey of interest in magazines.

20-21 Recommendations

The Digital Library Steering Committee's Thoughts

Sustainable Funding

In the time of COVID-19

Thoughts to get us started...

- Concerns that an increase may not be realistic post-pandemic and there is a suggestion to hold off on an increase for the 2021 budget until there is a better idea of how public library budgets may be affected and reconsider the increase for 2022.
- Excitement from some systems to move forward with the increase and see what that impact would look like. This is an opportunity for systems to get input from their libraries about adding additional funds and it is time for libraries to do everything they can to make sure their library puts extra money into the digital collection.

Thoughts to get us started...

- Need to consider whether this pandemic will change borrowing patterns over all. The digital library has seen a great increase in use in the past month. Are users going to be more leery of going into their physical libraries and more willing to utilize electronic resources? In which case even with shrinking budgets we may see a greater need for electronic resources over physical materials.
- If OverDrive use increases, libraries need to support that increase and pay for it.

Thoughts to get us started...

- Some systems are interested in bolstering additional funding in the Advantage accounts to help meet demand and mitigate holds and keep it on the local level.
- The consortium needs more money for the demand and need of the digital library; however, even before the pandemic and budget uncertainties, an increase of even just 5% was going to be a stretch, now it may be impossible for some libraries/systems.

DISCUSSION: Funding During a Pandemic

How do we move forward?

Thanks for joining us!

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Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by SlidesCarnival
- Photographs by Unsplash