

**Wisconsin Public Library Consortium**  
***Board and Annual Member Meeting Minutes***

May 7, 2014, 1:00 p.m.

Meeting Location: Mead Public Library – Loft Room , 3<sup>rd</sup> Floor  
710 N 8th St. | Sheboygan, WI 53081  
Teleconference participation via GoToMeeting

Present: Jean Anderson (SCLS), Evan Bend (OWLS), Walter Burkhalter (OWLS), Sue Cantrell (MWFLS), Inese Christman (WVLS), Andi Coffin (WiLS), Gus Falkenberg (IFLS), Jeff Gilderson-Duwe (WLS), Jessica McPhail (Racine P.L), Mellanie Mercier (WCFLS), Steve Ohs (LLS), Rebecca Peterson (MCLS), Steve Platteter (ALS), Joy Schwarz (WLS), Marla Sepnafski (WVLS), Bruce Smith (WiLS), Jim Trojanowski (NWLS), Martha Van Pelt (SCLS), David Weinhold (ESLS), Pamela Westby (Middleton P.L.)

**Meeting Actions and Decisions:**

- **2015 WPLC Budget Committee: M. Van Pelt, G. Falkenberg, S. Morrill**
- **End of Gadget Package Program: Last reservation must be returned by 10/24. Devices will be donated for 2014 WLA Silent Auction.**
- **Board Calendar: 4 regularly scheduled meetings, 2 in person, coinciding with WAPL and WLA with virtual option for those that can't attend and two virtual meetings that will happen on the 4th Wednesdays in February and August.**
- **Buying Pool Discussion: Each system should go to member libraries for feedback on the possibility of increasing the pool.**
- **OverDrive Advantage accounts: Steering Committee to look into how systems are using their Advantage accounts – to understand and to share.**
- **Bylaws: A final draft and determination to adopt any changes will be presented at the next board meeting.**
- **Between Meeting Decision Process: This is not about budgetary decisions, but about service options, pilots and promotions and deals that need quick responses. It is decided a simple majority can make these decisions via email when necessary.**
- **Possible OverDrive Stats to Investigate: Cost per circ. Stats to help understand impact of Advantage. Automated stats and regular reports would be great. Genre and subject break out (children, teen, etc.)**
- **Data Analytics and Marketing: WPLC board forms a committee to investigate the data analytics and marketing. S. Morrill, M. Sepnafski, M. Mercier, J. Trojanowski, G. Falkenburg, J. Gilderson-Duwe, M. Ibach will be on committee.**
- **Next Meeting date: August 27, 2014 at 10:00 a.m.**

1. Call to order
2. Review agenda

### **3. Approval of minutes from March 7, 2014**

Motion to approve M. Sepnafski, S. Platteter second. Motion carried.

### **4. Information sharing from partners - none**

### **5. Current project discussion/decisions**

- a. Form 2015 WPLC Budget Committee (M. Van Pelt)
  - Looking for one other – G. Falkenberg volunteered.
  - There will be buying pool recommendations in July after steering committee meets.
- b. Process to end gadget package program (B. Smith): With the decision to end the gadget package program, there needs to be a decision to determine a last date of availability and what will happen with the components of the packages. Last meeting, it was decided to sunset the program. When and how will it go away? The current last request is for SWLS in Oct.
  - J. Trojanowski Motioned, D. Weinhold seconded: Have last reservation return package by October 24<sup>th</sup>. Motion carried.
  - Gadgets will be donated for WLA silent auction and need to be reset before auction
- c. Board meeting calendar (M. Van Pelt): A survey was taken to determine meeting preferences of the board. The chair and project manager have drafted a schedule of meetings that aligns with the regularly scheduled business of the board and the partners' and members' annual budget processes. A draft schedule has been sent with the agenda.
  - 4 regularly scheduled meetings, 2 all virtual and 2 in person, coinciding with WAPL and WLA with virtual option for those that can't attend. Agreed upon by consensus.
  - Virtual meetings will happen on the 4<sup>th</sup> Wednesdays in August and February.

### **6. Updates from previous meetings**

- a. Steering Committee (E. Bend)
  - Second steering committee meeting, April 25<sup>th</sup>. Minutes will be posted soon. Elected Jessica McPhail as chair; will be participation in Big Read and with more leeway this time. Let the board know if anyone is doing anything local with Big Read.
  - Buying pool discussion, each system should go to member libraries for feedback on the possibility of increasing the pool. E. Bend and B. Smith will reach out for feedback. Vendor Selection will make recommendations, and the steering committee members would go back to libraries to see if increased funding can meet demand. It was noted that just asking library directors to pay more will not be beneficial. Some leadership is needed on the shift from traditional media to electronic – emphasizing the shift instead of just more money. There is no more LSTA money being allocated for the digital library at this time.
  - The way that Advantage accounts can benefit this process hasn't been explored. Might be good for steering committee to look into how systems are using their Advantage accounts – to understand and to share. Is there a philosophic basis?
  - Do we want all our money to go to OverDrive? Would we put more money into it if there was a new vendor? Zinio? Their cost was too high and would not work well as statewide purchase due to authentication issues. Only showed us 25 titles – lots of money for little content. Madison is looking at EBSCO's Flipster for magazines and access to that trial is extended to the vendor selection committee. Info will go to the steering committee, then to

the board. The criteria that has been set for new vendors is set very high; it will be difficult for a product to be good enough.

- b. Discuss potential bylaw changes (S. Morrill): Per the last board meeting discussion about open meetings, suggested revisions (sent along with agenda) to the bylaws have been drafted for discussion at this meeting. A final draft and determination to adopt any changes will be presented at the next board meeting.
- c. WPLC Budget – Carryover was allocated to various aspects; spent \$321K YTD mostly in digital content, OD platform fee, and website hosting. Right on par for balance of \$1 million. We've had \$900 donated from WPLC site with zero marketing. It was discussed we should consider creating a special collection of donated books or books bought with donated money, and give attribution to donor.

## 7. New Projects/Proposals/Discussions

- a. Discuss between meeting decision process (B. Smith)
  - Steering committee has been nimble in providing responses when needed; does the board feel comfortable making needed quick decisions between meetings? This is not about new money, but about service options / pilots and promotions / deals that need quick responses. Motioned by J. Trojanowski – Simple majority to make these decisions/ R. Petersen seconded. Motion carried.
- b. Annual Member Meeting:
  - i. Project Manager and Committee Updates (S. Morrill & B. Smith)
    - Overview of Governance and Budget.

Governance discussion

      - We are getting close to having a product in place for local content that the whole state can use, and will also produce instructions for uploading
      - Is it open to entire state? Access to local content will be limited to the state, but cannot be limited to just a system or library. Can it handle different formats? Yes.

Digital Library discussion

      - Have we had the discussion about what we would do with content if contract isn't resumed? We have as much as any other state has. Keep this in mind when we move forward with other vendors. Good idea to share the contract with all governing bodies to refresh and understand what we agreed to.
      - Publishers – There has been some relaxation on restrictions which means that titles that wouldn't normally be sold to a consortium can now be.

Statistics discussion

      - If we are number 2 in users – we want to know percentage of holds per user. We can look at the ratio a set number of times of year. We are getting more holds, but the average days an item is on hold is not going up. It's currently assumed that include Advantage? Right now it's difficult to split out Advantage v. non-Advantage so it makes it difficult to split out or match.
      - Pending items make problems for getting accurate monthly stats so WiLS will be pulling stats later in the month.
      - 81% growth from 2012 to 2013
      - 5,584,003 circs since inception.
      - OverDrive Read format use is surprisingly low.
      - What other stats would be good to know? Cost per circ. Stats to help understand impact of Advantage – in a quicker way, the current way is really slow and

troublesome. Automated stats / regular reports would be great. Genre and subject break out (children / teen / etc.).

- ii. WPLC ideas and activities discussion with board – A document of ideas submitted from survey have been sent with the agenda.
  - We've done a great job with OverDrive, but it was not the purview of WPLC to be only about OverDrive – that was supposed to be its first project. What is next?
  - Marketing seems to be the most common suggestion
  - Missing from list – online, searchable archive of local newspapers. Open Content committee is looking at this. Very curious about what open content committee comes up with (newspapers) before we spend money on other projects. There definitely is interest. This could be great as a coordinated project.
  - There is significant interest after a discussion about Gale Analytics for an impact measurement tool for programs and services. How can we combine it with marketing? There definitely is a way because the data is for and from marketing agencies. Data can help to challenge assumptions of who is using the library, etc. It can be the data that leads to marketing. There is value to fundraising campaigns. We need help making use of this data! We don't have time. We would need help digesting the data into action. You can't have one without the other. Option to bring in Mark Ibach who has marketing expertise. What about interoperability with ILS? Theoretically, it's universal, but we'll see what happens. Are there other similar products? Yes, Orange Boy and Civic Technologies but they are very expensive because the reporting is customized. Could we explore a proposal for WPLC to work with WiLS to move forward with some analytics / marketing project? It can fit in through the SRLAAW service standards that some systems can't fulfill on their own, so it would be a good collaborative effort.
  - D. Weinhold motioned: WPLC board forms a committee to investigate the data analytics and marketing as suggested in the survey and develop a proposal for the board to consider. J. Trojanowski seconded. WiLS is already doing some investigation, we could do a little prep chef work for the committee (how it works with ILSes, planning, approaches). Motion carried. Subcommittee volunteers: M. Sepnafski, M. Mercier, J. Trojanowski, G. Falkenburg, J. Gilderson-Duwe, M. Ibach.
  - It was noted, as far as new initiatives, we wouldn't want money going to non-electronic resource content.

## **8. Next meeting date - August 27, 2014 10:00 a.m.**

Recorder: Andi Coffin