

Wisconsin Public Library Consortium
Board Meeting Minutes

November 4, 2014, 4:00 p.m.

Location: Wisconsin Dells - Kalahari Resort and GoToMeeting

Present: Jean Anderson (SCLS), Kristen Anderson (WRLS), Mark Arend (WLS), Amy Birtell (ESLS), Ryan Claringbole (DPI), John Debacher (DPI), Gus Falkenberg (IFLS), Bruce Gay (MCFLS), Jeff Gilderson-Duwe (WLS/Oshkosh PL) Steve Hesel (MCFLS), Joshua Klingbeil (WVLS), Mellanie Mercier (WCFLS), Stef Morrill (WiLS), Steve Ohs (LLS), Becky Petersen (MCLS), Steve Platteter (ALS), Bruce Smith (WiLS), Lin Swartz-Truesdell (KCLS), Martha Van Pelt (SCLS), Molly Warren (Madison Public Library)

Actions and Decisions

- J. Klingbeil, S. Ohs, and B. Petersen volunteered to serve on the nomination committee for 2015 WPLC Board chair and liaison to Steering Committee.
- Steering, Selection and other committee/work group seats will continue to be filled according to each system's practice for doing so and, on a quarterly basis, the project manager will report to any system director(s) if there are committee members representing his/her system that are not meeting expectations.
- After WiLS takes over the main WPLC email list, it will ensure each library has someone subscribed.
- Approved adding Buy It Now function to the WPLC collection.

1. Call to order

Chair M. Van Pelt called the meeting to order at 4:01.

2. Review agenda

No changes were made to the agenda.

3. Approval of minutes from August 27, 2014

S. Ohs moved approval; G. Falkenberg seconded. Motion passed unanimously.

4. Information sharing from partners

No information shared.

5. Current project discussion/decisions

- a. Selection of 2015 Board Chair and Board Liaison to Steering Committee: (M. Van Pelt)
Three volunteers were needed from the board to serve on a nomination subcommittee to determine recommendations for the board chair and board liaison to the steering committee. The vote for the positions will happen at the first board meeting of 2015.

J. Klingbeil, S. Ohs, and B. Petersen volunteered to serve on the committee.

- b. WPLC Committee Management (M. Van pelt): The current practice to fill the seats of the different committees in WPLC is determined by each system. However, there are times committee representatives are not attending and participating to a level that meets expectations. The project manager recommended that seats continue to be filled according to each system's practice for doing so and, on a quarterly basis, the project manager will report to any system director(s) if there are committee members representing his/her system that are not meeting expectations.

J. Gilderson-Duwe moved approval; S. Ohs seconded. Motion approved unanimously.

The group discussed if further enforcement was needed. If this change doesn't resolve the issues, the group will discuss if further action is needed.

- c. WPLC list: Adding all PL directors to list (M. Van Pelt) – There are many libraries that are not subscribed to the WPLC list. However, libraries are now the frontline for OverDrive support and fund the majority of the buying pool. The project manager thinks it is important to have someone from every member library on this list (which is a traditional email list) and proposed the following protocol to do so:

- Determine which public libraries have someone subscribed.
- For those that do not, the library director would be subscribed to the list by the project manager.
- A message would accompany the subscription notice to explain why they are being subscribed, how they can unsubscribe, and that they can have another person at their library sign up for the list instead of them.

WiLS will be managing this list soon. Once they begin managing the list, they will go through, identify what libraries are included, and what libraries need to be added. If there is confusion about what library is represented by an email address, WiLS will work with the system directors to identify the library.

This work should be happening around the end of the year.

G. Falkenberg moved approval of this proposal; A. Birtell seconded. Motion approved unanimously.

- d. Buy it Now (B. Smith): The WPLC Steering Committee has recommended that the Buy It Now feature in OverDrive be activated to allow the purchase of titles from Simon and Schuster. Buy It Now is required in order to purchase these titles. Because approval of this feature is a change in policy, the Board Chair, Steering Committee Chair, and Board Representative to the Steering Committee directed this decision to be made by both the Steering Committee and the Board.

The Buy It Now button takes the patron to a site to allow them to purchase the item themselves rather than using the library copies. There is a kickback to WPLC for each

purchase. The purchases are for the patron's use and cannot be donated to the WPLC collection.

The question was asked about if we can get statistics on the number of click-throughs from the Buy It Now button. WiLS will check on this. The anecdotal information provided by OverDrive and other consortia indicates that this is not heavily used.

Since the meeting the following info was sent by OverDrive about click-throughs: "There is no reporting on the Buy it Now usage other than the quarterly summary of content credits earned you would receive. We do not have click-through stats or information on what patrons purchase once they leave the OverDrive collection."

The group discussed the fact that we already have this type of purchasing option with the Amazon Kindle titles: when the title is about to expire, the patron is sent a message encouraging them to purchase.

J. Gilderson Duwe moved approval of adding Buy It Now to the WPLC collection; S. Ohs seconded. Motion passed unanimously.

6. Updates from previous meetings

a. Steering Committee update (B. Smith)

Report and minutes were sent in print. There were no questions from the board.

b. Dropbox for WPLC Board and Committees update (B. Smith)

WiLS has created a draft structure and will be implementing it once WiLS moves to Dropbox for Business in early November. The structure should be in place by the next meeting.

c. Affiliate WPLC membership (B. Smith)

This is being revisited from the last meeting. From the last meeting:

WiLS was contacted by the Winnebago Mental Health Institute about the affiliate membership, which is no longer available. They were interested in this option because they have a population that may have difficulty getting a public library card. WiLS discussed the issue with Tessa Michaelson Schmidt at DPI to determine what other populations might have barriers to access through a public library card. A current example is the Wisconsin Talking Book and Braille Library, who currently authenticates through SCLS. The suggestion was made that any agency that contacts should be passed to the local library system for further discussion of access. Partners should send any feedback or questions about this issue to B. Smith.

The group discussed this issue and agreed that any organizations representing populations that may have difficulty getting a public library card should contact the local public library system to work out a way to get access to the collection.

d. Analytics-Marketing Work Group update (S. Morrill)

The group has met and established a charge and some questions to be answered by the project. Demonstrations of potential products are happening during mid-to-late November.

e. Open Content Newspaper Project update (S. Morrill)

This group has been working on identifying a platform for a newspaper project. After starting to research other platforms, the Wisconsin Newspaper Association (WNA) was identified as a potential partner, as they have current newspaper content available through BadgerLink. WNA is interested in partnering and have provided the group with very favorable pricing. There are some details and questions to answer, but it is likely that a proposal for this project will be coming to the board soon.

f. 2014 YTD Budget update (S. Morrill)

A YTD budget was sent in print with the agenda. There were no questions about the YTD budget.

g. Advantage Survey (M. Van Pelt)

At the May 2014 meeting, the Board requested that the Steering Committee do a survey of systems with OverDrive Advantage accounts to determine how much systems are spending each year on Advantage purchases and what they are purchasing. The survey results were sent to the Board with the agenda and the group discussed if any additional action is needed based on the information gathered.

The amounts represented in the survey are minimum numbers for some systems and it is expected that there will be more spent on Advantage titles. For some systems, the amounts represent only the system contribution and not anything the libraries are contributing. The holds ratio used by systems vary, with some reporting 3-to-1 and some reporting 5-to-1.

J. Debacher requested the numbers to share with the Budget and Policy Office for the budget process. He also reported that there may be some upcoming changes to some services that would allow for more flexibility in purchasing e-content.

The group discussed possible ramifications of this type of change on Advantage collections. In the beginning, Advantage accounts were held by individual libraries. At that time, the Board felt that individual library collections should not be encouraged as there would be less responsibility to WPLC and the shared collection. If the same service law changes, there may need to be further discussion among the Board and with OverDrive about Advantage accounts that are permissible on the WPLC platform.

J. Debacher also shared some information about a school e-book project. WiLS is currently conducting a survey of school libraries in order to develop a matrix of features that would be desirable for a school library collection and to determine what features

vendors have. There is a million dollar request for funding for the project in the second year of the budget.

Some systems have had questions about school libraries investing in the WPLC collection. There may be issues with doing this because most of the money supporting school libraries is from Common School Fund and the definition of how those funds can be used is very narrow. If you have schools with questions, contact Nancy Anderson at DPI. There may also be concerns about age-appropriateness, though students would be able to have public library cards and access to the collection.

There was no further action suggested by the Board related to the Advantage survey data collected.

7. New Projects/Proposals/Discussions

- a. Accessibility and the Digital Library (M. Van Pelt) – Occasionally, requests are made by patrons that want to know what accessibility options exist for the digital library titles.

M. Van Pelt has reached out to Linda Vincent at the Talking Book and Braille Library to discuss this issue. L. Vincent likes the LEAP program that is available through OverDrive, but mentioned that it does have some limitations in the number of checkouts a patron can have and that is a barrier for some patrons. The equipment to translate print to spoken word is expensive and not available from the library.

Other systems have not experienced this issue directly from patrons or from their libraries. Some systems have heard that the collection is actually helpful for accessibility for some patrons because titles can be downloaded to devices and the size of text can be changed.

WiLS has heard questions about audiobook versions not being available and typically explain to the patrons why the content is not available and what options are available as alternatives.

Currently, there is no standardized support answer for people asking these questions. WiLS will develop a standardized response and share information with the support people about what options might be available to patrons (technology solutions, etc.).

There have not been questions about discovery and the intervening pages on OverDrive to get to content. It is primarily questions about specific content. WiLS will put that information on the WPLC website and share it with the support community.

Next Meeting Date: February 25th, 2015 via GoToMeeting

Recorder: Stef Morrill

