
System and Resource Library Administrators Association of Wisconsin (SRLAAW)

Fourth Quarter, 2018 Meeting
Tuesday, October 23, 2018 at 10:00 a.m.
Radisson La Crosse Hotel, 200 Harborview Plaza, La Crosse, WI 54601

Attending: Kristen Anderson (Winding Rivers), Mark Arend (Winnefox), Amy Birtell (Monarch), Bruce Gay (Waukesha Public Library), Jeff Gilderson-Duwe (Winnefox/Oshkosh Public Library), Steve Hesper (MCFLS), Ralph Illick (Marathon County Public Library), David Kranz (Southwest), Jessie Lee-Jones (Platteville Public Library), Sherry Machones (Northern Waters), Jessica MacPhail (Racine Public Library), Connie Meyer (Bridges), Steve Ohs (Lakeshores), Rebecca Petersen (Manitowoc-Calumet), Steve Platteter (Arrowhead), John Thompson (IFLS), Martha Van Pelt (South Central), Tracy Vreeke (Nicolet).

Online Callers: Garrett Erickson (Mead Public Library, Sheboygan), Sue Heskin (Superior Public Library, Superior), Bradley Shipp (OWLS), Kristen Stoeger (Manitowoc Public Library), Lin Swartz-Truesdell (Kenosha).

Absent (excused): Marla Sepnafski (Wisconsin Valley), Pamela Westby (L.E. Phillips Memorial Library, Eau Claire), Paula Kiely (Milwaukee Public Library).

Guests Present: Wyatt Ditzler (Beloit Public Library), Martha Berninger (DPI/RL&LL), John DeBacher (DPI/DLT), Vicki Teal Lovely (South Central), Plumer Lovelace (WLA), Stef Morrill (WiLS).

Call to Order: 10:01 a.m.

Quorum Determination: Quorum met

Proxy Announcements:

- Lin Swartz-Truesdell for Barb Brattin (Kenosha)
- Amy Birtell for Marla Sepnafski (Wisconsin Valley)

Welcome and introductions made

1. Meeting Agenda approved (***Steve Ohs/John Thompson**).

2. Minutes: Q3 2018 minutes approved with one change (**John Thompson/Jessica MacPhail**), modification was on p. 4 near top, change "Health and Human Services" to "fire department."

3. Treasurer's Report

Treasurer Kristen Anderson reported a balance of \$229.47. Treasurer's report approved (**Jessica MacPhail/Martha Van Pelt**).

4. LD&L Report

Connie Meyer distributed a report the WLA LD&L committee had shared with WLA in September. Meyer shared current draft documents related to the planned budget request for the next biennial state budget. Next step is to meet with legislators. Plan is similar to last time, will meet in legislative offices to communicate and seek support. The strategy remains the same regardless of who may be elected governor in November. LD&L worked with DPI to make sure concepts and language in the request are coordinated with and support DPI budget concepts. Initial goal is to have the request included in governor's budget.

Jessica MacPhail asked if budget request numbers would change if the governor changed; Meyer said no, noted that its always the case that the sitting governor could change them, and suggested that it's helpful if the request matches what's in the governor's budget. Library advocates do not operate in partisan fashion and work with whoever is in office.

Meyer encouraged people to attend regional joint finance committee meetings to support the request. She stressed the need for solid examples of how money is used. She thanked people for filling out a survey on the topic and encouraged any further examples/stories be sent via email to her, to provide added information for a state budget analyst meeting. Kristen Anderson shared an example of a patron at a WRLS-member library who used Gale Courses and got a new job.

Meyer advised that a program with elected representatives planned for Thursday afternoon (Oct. 25) at the WLA conference had been cancelled.

Martha Van Pelt said the 2019 National Library Legislative Day coincides with the ALA conference in Washington, D.C. Sherry Machones responded that there would potentially be two legislative day events in in Washington, including an ALA invitation-only event.

Meyer noted the state's Library Legislative Day will be Feb. 12, 2019.

5. Laura Bush 21st Century Library Grant

Kristen Anderson shared a handout about the IMLS Laura Bush 21st Century Library Program grant received in Wisconsin to support collaborative activity with DPI, WLA, the Wisconsin Dept. of Workforce Development, and the Wisconsin Workforce Development Association. Martha Berninger of DPI said the Division for Libraries and Technology has been meeting with the Dept. for Technology since 2010 to investigate various topics; separately, many libraries have been forming relationships with local/regional job centers. A pilot program in Racine came to the attention of COLAND, and the WWDA reached out to WLA and DPI to

suggest the Laura Bush 21st Century Grant opportunity, seeking collaboration on a proposal to support workforce development needs. The WWDA representative put together the initial proposal, submitted it, it was approved, and the group was invited to submit a full proposal. WWDA did most of the proposal work, shared it with several library community organizations. The group asked for \$244,999, staying under \$250,000 to avoid triggering a cost match requirement. The full request was approved and funds awarded. Anderson said there will be opportunity for events in each system.

Anderson asked about having a SRLAAW representative on the project advisory council. Berninger explained the intended composition of the advisory council and some of its roles, including hiring a part-time project manager in the second year of the grant. Anderson will be serving as WLA rep on the advisory committee. Volunteers were sought for a second person to be on the advisory committee. Martha Van Pelt suggested that a South Central Library System staff person who is a workforce development consultant would be a good fit. **Jeff Gilderson-Duwe** moved that SRLAAW give its imprimatur to the asking of the SCLS employee to serve on the committee, **Jessica Macphail** seconded; discussion ensued; **motion approved.**

6. BlueJeans Video Conferencing

Barb Brattin had requested this appear on the agenda but was absent, so general discussion about the BlueJeans video conferencing product took place. Two systems currently use BlueJeans for online video conferencing. Steve Hesser reported on experiences at MCFLS, saying the product could work for staff meetings as a replacement for GoToMeeting. Kristen Anderson reported that WRLS used it for a meeting and it worked well. Steve Ohs reported that a reason not to use it at Lakeshores would be that they have G-Suite tools and can use Google Hangouts for free. It was mentioned that expecting a group of smaller libraries to work with BlueJeans without training or assistance could prove challenging. Tracy Vreeke asked about what the benefit of using it is over other products; Anderson responded that it's free through TEACH. John DeBacher explained that the previous BadgerNet structure had a separate video component; the need for that separate video portion was obviated by increases in bandwidth, so a new BadgerNet contract eliminated the video aspect. BlueJeans is a product that could fill the video gap for online teaching and collaboration. DeBacher said TEACH pays a base fee and monthly fee, provides the application over BadgerNet. Martha Van Pelt asked if libraries have to be on BadgerNet to use it. DeBacher responded that it should be available to libraries using non-BadgerNet internet if their connection is robust enough. Bradley Shipps asked if it works well for continuing education webinars with lots of attendees. Stef Morrill responded that BlueJeans offers tiers of service. DeBacher said up to 180 users can be on at the same time. Ohs said it's still an unknown quantity, as we learn more we can make decisions about it individually.

7. Statewide Technology Collaboration

Vicki Teal Lovely, Technology Services Coordinator at South Central Library System, shared some background information about a statewide group of library system technology staff

who have been meeting to talk about how systems could collaborate on technology. Two active projects have been identified by this group: create shared backup solutions, with a few systems already indicating interest in collaborating; and taking advantage of a group purchase portal with Dell to order PCs, each system would have its own login but could take advantage of discounts based on total purchases by the overall group. Other projects the group has discussed include collaborating with DPI on a firewall for all systems, also possibly providing support for e-rate for libraries (creating a toolkit, education, help libraries become compliant).

Teal Lovely said the group is wondering about an organizational structure. Lots can be done with memoranda of understanding between systems, but there could be benefits to a more formal structure between systems and DPI. She said Steve Ohs, Dan Jacobson, Jim Novy, Teal Lovely and others had discussed this during a meeting with DPI representatives. Teal Lovely said she had then followed up with Kurt Kiefer, and she read a statement she had received from him: "We agreed that there is a need for some sort of standing group that can serve as a discussion place between the library systems, public libraries and DPI. In the past, there was the Library and Information Technology Advisory Council (LITAC). While a formal advisory council may not be needed, there is a growing awareness that some sort of coordination is needed. We will work as a group to determine what [...] shape this can take and share ideas with others for their feedback."

After reading, Teal Lovely then asked: Should such a structured group be part of SRLAAW? WPLC? or some other group? Who should be on it? Should it go beyond public libraries? Who should figure this all out? She said she was encouraging discussion. She said the existing Tech-A-Talk-A technology discussion group would probably not provide the necessary structure.

Ohs mentioned the PLSR Technology Workgroup and its recommendations, and said the core issue here is that it's an informal group with the seed of a more coherent strategy, what should we do with it? Jeff Gilderson-Duwe asked what is needed from an overarching entity? Does it simply need someone to serve as a fiscal agent? He feels cooperation from tech people on front lines has been a fruitful beginning of collaborative conversations, and he would be fearful of imposing structure that might dampen it – does it just need a fiscal overseer? He added that it may be too early to slot this group's work into a bureaucratic structure. Trace Vreeke asked if someone from SRLAAW could become part of the group to assess and advise of future needs. Teal Lovely commented that governance is important, but the group could move ahead without more governance. There could conceivably be different fiscal agents for different projects. However, more structure may be useful for working on projects with organizations such as DPI and the Dept. of Administration. Ohs suggested letting the PLSR recommendation development report process unfold, then follow impetus of PLSR Summit to develop into larger projects, adding that this group can exist in parallel with the conclusion of the report process. Amy Birtell said her IT staff person reported that the tech people involved would like to handle the tech part and separate the "business" part involving MOUs and agreements, and perhaps there is a further role for systems in this area.

Connie Meyer asked John DeBacher if DPI plans to replace the technology liaison position that has been vacant for some time. DeBacher said it's not certain. He added that projects that involve linking into other tech projects and systems could benefit from a more formal structure. Ohs said a tech point person at DPI advised by system tech people would be good way to approach planning. Kristen Anderson asked DeBacher if there was anything SRLAAW could do to encourage DPI to fill the technology position. Berninger responded that the importance is recognized at DPI, but there's been long-term push to combine teams at DLT and this adds thought process and planning to filling positions like this. DeBacher said they are about to fill a fourth consultant position to work with continuing education and consulting, and there's a planned recruitment for a space on Berninger's team, so there is potentially room for this situation to be improved in time.

Martha Van Pelt suggested we not let delay slow things down for the technology group, let the tech group move forward. She volunteered that SCLS could serve as fiscal agent for the Dell purchase portal project. She suggested we consider these as pilot projects. John Thompson said we can ask DPI to report back to us in February about whether they need the tech group to have structure. Thompson commented that some early wins from this group could be beneficial to the library community, so don't stifle them with red tape. DeBacher said it's helpful for DPI to know that SRLAAW is willing to provide structure in the future. Gilderson-Duwe noted that throughout the PLSR process we've heard about low-hanging fruit, and these are people on the front lines identifying projects. They are getting governance, from system directors and boards. What emerges may benefit from some strategic direction and guidance in the future. He's in favor of letting it unfold organically, let system administrators figure out working details for now, see if more structure emerges from PLSR. Amy Birtell said she supports organic formation, and suggested that projects involving LSTA money could need some additional structure.

Tracy Vreeke said that if Teal Lovely is willing to be the coordinator, then we have structure and it seems fine. Teal Lovely said she would be satisfied with waiting, and that she is willing to continue with communication.

Steve Ohs moved that SRLAAW endorse the exploratory activities of the technology collaboration group and identify Vicki Teal Lovely as point person for communication between SRLAAW and that group and DPI. **Mark Arend** seconded; **motion approved**.

8. MLIS Curriculum

This agenda item was skipped.

9. SRLAAW Meeting Times at Conferences

A question had been provided by Marla Sepnafski about SRLAAW meeting times at conferences: could they be made more convenient, especially for those who have farthest to travel to the varying meeting locations. Mark Arend suggested that WPLC, which has

typically met in the afternoons after SRLAAW's morning meetings, would be willing to trade off meeting times. Stef Morrill said in 2019 at the annual WLA conference there is a planned afternoon event with an author on Tuesday, so WPLC was going to meet virtually next year, but agreed that in general WPLC could switch times. Martha Van Pelt suggested making the meeting start times a little later to help those who have to travel longer distances. Amy Birtell suggested they all be afternoon meetings, and there was some discussion of possible times. Sherry Machones commented that this was all good information for the next SRLAAW president to consider. No formal action was taken.

10. New Media Marketing & PR for Wisconsin Libraries

Steve Ohs said he suggested this agenda item in response to a Lakeshores director advisory committee, which recently formed a marketing and public relations task force. He wondered, what are some opportunities for systems to help, on regional or state scale, with marketing and PR for libraries? An idea that came up was advertising on podcasts. He said podcasts are increasing in popularity and reach the 20-30 age demographic that has been a challenge to reach via other means. Specific costs are unknown, but he wanted to bring the idea to the group. Have other systems explored this? Steve Hesel said he would love to partner for that, statewide. Tracy Vreeke also expressed interest. Connie Meyer said Bridges' full-time marketing person has met with other system marketing people to start talking about this idea, and that they would likely be interested in expanding the group to explore. Kristen Anderson mentioned the WLA Foundation effort "Libraries Matter," suggesting possible collaboration. She also said WRLS would be interested in the concept. Plumer Lovelace said WLA has a person on retainer for five hours per month who could help. Meyer said there would be some ALA-coordinated efforts to promote. We need to identify the appropriate people.

Jessie Lee-Jones suggested partnering with Wisconsin Public Radio or Wisconsin Public Television, promoting through them could perhaps be more effective and reach a broader audience. Ohs said podcasts hold appeal because we could more specifically target groups and demographics that are typically not library users. Results from recent director visits included need to do better job of informing people what they have access to, many don't know. There are many niche markets that podcasts are directed toward that might be a source of new library patrons.

Jeff Gilderson-Duwe noted that the marketing group was an informal group, and asked whether it needs some more formal structure? Such as system business managers, he suggested, to know who to contact. Ohs had reached out to Jill Fuller at Bridges and Tovah Anderson at Arrowhead to discuss, but said he thinks a start could be a webinar session to pull people together, along with some brainstorming. Vreeke suggested that someone be appointed as the contact or person responsible. Ohs said he would do that.

Ralph Illick said Marathon County Public Library has a marketing person, and that they are in the midst (one month into a three-month plan) of a local radio and television promotions.

He can share information. Their message is basically, “You don’t know what your library has for you – this is what it has.”

11. Affiliated Organization Reports

PLSR – John Thompson sent out an update. The PLSR Steering Committee is working on drafting the report. The writing team is drafting and reporting back to Steering. They are trying to write by committee. Their next meeting is scheduled for Nov. 7 in Deforest. Drafts are being posted on PLSR website as they go. Thompson said questions about the writing process can go to Steve Ohs. Thompson speculated that probably around mid-November a draft would be ready to share out to library community. The committee is still aiming for December delivery to DPI but will focus on getting the work done rather than meeting an artificial timeline. Kristen Anderson said she read a draft and thanked the committee for it. She asked whether Steering has looked past this document to what’s next for them. Thompson said once the report is handed off, it’s in the hands of DPI for implementation. There could be need for people to help with implementation, but that document is the end of the Steering Committee’s official role. Jessica MacPhail thanked Thompson and the entire PLSR team.

DPI – John DeBacher supplied a report. He reminded system directors of the State of the State meeting for all system directors scheduled for Nov. 14 in Deforest. Intent is to keep system directors informed of what’s expected, planning, reporting, financial work and compliance work for systems and libraries. In spring DPI meets with liaisons, related to LSTA program. Jeff Gilderson-Duwe asked if the agenda is set for Nov. 14; DeBacher said no, but that funding framework would be part of it. Gilderson-Duwe said a valuable part of such meetings in the past was hearing from the DPI auditor. DeBacher said there is a new auditor and some open positions. DeBacher said he and Michael Dennison started meeting with the library system business managers’ group SAMBAA seeking some commonality in financial reporting, guidelines and best practices. There may be more discussions in the future to help with working with vendors or conducting bidding processes. DeBacher put together a sheet for LSTA grant period, compressed period for 2018; he wanted the info out there for people to start working together. There may be some effort to try a federal framework for applications. For 2019, he had heard from IMLS that DPI should receive award acknowledgement in December. He suggested that library systems consider collaborative efforts that phase from one grant period to the next. For compressed periods, he said, consider grant projects that are easy to carry out.

Jessica MacPhail said the Inclusive Services Institute will be presenting a draft online tool for libraries to self-assess inclusivity. She said it was a delight to work with this team, the tool will be released Thursday, and libraries are to respond about their experiences using the tool in coming months.

Ralph Illick said Marathon County is part of an audit looking at inclusivity. He mentioned the Wisconsin Institute for Public Policy and Services, which offers a two-day conference

on inclusivity in the Wisconsin workforce called the Toward One Wisconsin Inclusivity Conference – next to be held April 11-12, 2019, in Milwaukee, see <https://inclusivity-wi.org>. He said the Wisconsin Dept. of Workforce Development is involved in the conference, there are multiple different tracks, it's built around fostering inclusivity in the state.

WiLS – Stef Morrill supplied report. She highlighted Camp WiLS at the current WLA conference, which includes a scavenger hunt with vendor partners. She said they are in the process of choosing keynote speakers and topics for WiLS World 2019, workshops too. She encouraged everyone to let WiLS know if they had any ideas. She noted one item in the report for Recollection Wisconsin, regarding the Curating Digital Collections grant: year one is done and involved six students, year two is coming up with 10 students and sites. The application period is open, closes Jan. 2, 2019; they are willing to review draft applications ahead of time and make suggestions that can be incorporated in final applications. More information and a timeline are available [at this link](#). Bradley Shipps said OWLS was a site in year one; reflections about the project can be seen from [the host](#) and [the student](#), and some of the related Memory Project collections can be accessed via links on this OWLSnet's [InfoSoup Digital History page](#).

WPLC – Mark Arend shared a new WPLC brochure. He mentioned that the first Indie Author Award is to be given at this WLA conference: winning title is *On the Road to Death's Door*, by M.J. Williams, which is the pen name for a two-person writing team of sisters Peggy Williams and Mary Joy Johnson. Both will be at WLA to accept the award. The WPLC Steering Committee is reviewing possibility of instant digital card to give temporary access to OverDrive. Collection Development people are reviewing changes made earlier in year. The Historical and Local Digital Collections Committee is reviewing online platforms for historical newspapers. The WPLC Board will be discussing possible models for a regular annual increase to OverDrive buying pool. Has been steady for 7-8 years, raised last year, and in the face of increasing popularity more money will be needed for the collection if desire is to keep expanding. Arend mentioned a WiLS presentation offered at a Tech Days event about WPLC resources related to writing and reading that are available to patrons; here are links to the [presentation](#) and to the [handout](#).

WLA – Plumer Lovelace reported on the Leadership Design Institute, emphasizing that success is to be judged based on the experience, not numbers. Attendance cutoff is about 35 people. In order for it to be sustainable, graduates of the program need to become the program committee, Lovelace said, and it looks like that will be continuing with opportunity for the program to evolve. He said Greg Mickells, director at Madison Public Library, has offered to house the program at MPL on an ongoing basis. It is always a challenge to make the event affordable, so this donation of space is very helpful and reduces about 70% of overhead costs.

The 2018 Be a Member, Get a Member membership campaign signed up about 170 new members, and Lovelace thanked people for support of that campaign. About 40 people qualified for the related drawing for airline tickets, which will be conducted during this WLA conference at the membership meeting.

Lovelace shared documents, one a form letter for new library directors to help inform new directors of WLA activities and mission. He said ongoing help distributing those letters to new library directors would be appreciated.

He said DPI has 16 site licenses for Microsoft Academy, and WLA is involved in proceeding with that. The LD&L Committee created a subcommittee to work on this, working with a technology vendor. The committee has been working to help others understand the library environment in Wisconsin. Beloit Public Library will serve as a pilot site. Down the road, Lovelace will be able to share more concrete aspects about the progress and more about the software tools.

Lovelace shared a draft of a feedback form for rating the activities of the organization's lobbyist. He said that when WLA started to talk about changes to its contract with Dewitt Ross and Stevens, which helps with legislative advocacy, there was a desire to build in some measure of accountability. Now that SRLAAW is a partner in this contract, he wanted to bring a draft tool for feedback for consideration. He suggested that it could be delivered via SurveyMonkey to make it easier for people to participate, and he wondered if the questions included were applicable to SRLAAW's needs. This is done every two years, he said, so there can be future alterations.

Lovelace thanked everyone for support of WLA, and for the two-way communication that exists. He noted that he is always accessible if we want to make suggestions about the direction of the organization.

Tracy Vreeke reported that an attendee of the Leadership Institute from a library in her system had given the experience a great review.

COLAND – Martha Van Pelt reported that their meeting was at the Beloit Public Library. Topics were oriented toward school libraries. Next COLAND meeting is scheduled for Nov. 9 in Fond du Lac.

12. Member Roundtable:

Amy Birtell said thank you to all who donated gift baskets to the WLAF Silent auction at the conference. Bernie Bellin has chosen a prize for the winner, a traveling trophy.

Steve Ohs mentioned that Kenosha County, Arrowhead and Lakeshores (SHARE consortium) needed to find a more central delivery situation. They have contracted with VIP Services, Inc., which seeks to empower its clients who have various cognitive and physical disabilities. The library systems are trying material sorting at the VIP Services facility in Elkhorn. Ohs reported that the biggest issue so far is van space; overall delivery convergence is going well. There are VIP Services locations in many regions. Rebecca Petersen asked questions about payment and scheduling of sorting. Ohs reported that they are sorting 20,000-25,000 items per month, with low error rate, and participating libraries/systems are very happy with the service. Petersen asked about VIP Services clients using the ILS; Ohs said they do not have the ILS at the VIP Services location; instead, an item gets scanned, the ILS is referenced and a visual is displayed on a screen at VIP Services that indicates which bin to put the item in. Jessica MacPhail said it was a challenge for those who could read well to adjust to this more graphic interface, but it's working well and they are happy to be working with this group. Steve Platteter added that it is working nicely.

13. Next Meeting Announcement: South Central Library System has reserved its meeting room for Tuesday, Feb. 12, 2019, starting at 1:00 p.m.

14. Motion to adjourn the meeting passed on a voice vote, 12:15 p.m. **(John Thompson/Steve Ohs)**

Respectfully submitted,
David Kranz, recorder for the day

*The first person listed indicates the person who made the motion and the second person listed indicates the person who seconded the motion.