A G E N D A

Council on Library and Network Development

September 9, 2016
10:00 a.m. – 3:00 p.m.
Cedarburg Public Library
W63 N589 Hanover Avenue
Cedarburg, WI 53012

<mark>Phone bridge: 1-877-820-7831   Passcode: 709486</mark>

1.	Call to Order (10:00 a.m.) (Welcome to new member)	Cara Cavin, COLAND Chair	
2..	Roll Call/Determination of Quorum	Kathy Pletcher, COLAND Secretary	Information
3.	Welcome to Cedarburg Public Library (10:05 a.m.)	Linda Pierschalla, Director, Cedarburg Public Library	Information
4.	Adoption of Agenda	All	Action
5.	Approval of Minutes for July 8, 2016 meeting	All	Action
6.	Report of the Chair a) Correspondence: Thank you letters to Melinda Orebaugh and Jeff Rich, Gundersen Health Systems	Cara Cavin	Information, discussion
7.	Update on Public Library System Revision (PLSR) steering committee and workgroups	Bryan McCormick, COLAND Vice- Chair and Steering Committee member	Information, discussion
8.	Goals Committee reports	Cara Cavin	Information, discussion

9.	Workforce Development update	Martha Berninger,	Information,
	a) Update from Mark E. Mundl, Racine County Workforce Solutions Manager	Director, RL&LL; Kathy Pletcher; M.T. Boyle	discussion
10.	Report on Interlibrary Loan meeting	Ben Miller, Assistant Director, RL&LL	Information, discussion
11.	Report on revisions to ILL guidelines for endorsement by COLAND	Ben Miller	Information, discussion, action

Noon -- 15 minute break then working lunch

12.	Presentation and tour, Cedarburg Public Library (12:45 p.m.)	Linda Pierschalla	Information, discussion
13.	Aspen Report discussion (1:30 p.m.)	Kurt Kiefer, Cindy Fesemyer	Information, discussion
14.	"Hedberg Public Library Training Program: "Change Your Mind---Create New Results"	Bryan McCormick	Information, discussion
15.	DLT Standing Report	DPI staff and Amy	Information,
	a) Merger of the Mid-Wisconsin Federated Library System with the Eastern Shores Library System	Birtell, director, Eastern Shores Library System	discussion
	b) Other topics		
16.	Legislative update	DLT staff; COLAND members	Information, discussion, possible action
17.	Update on COLAND appointments	Cara Cavin	Discussion
18.	Suggestions for Future Agenda Items:	Cara Cavin	Information, discussion, action
19.	Future Meeting Dates and Locations a) November 11, 2016 -- Pulaski School District b) January 13, 2017 -- virtual c) March 10, 2017 -- Janesville Public Library (to be confirmed)	Cara Cavin	Discussion

Suggested other sites include Ebling Library for Health Sciences at UW Madison, Viroqua Public Library, Lancaster Public Library.

20.	Review follow-up items	Cara Cavin	Discussion
21.	Announcements	All	
22.	Adjournment (3:00 p.m.)	Cara Cavin	Action

Council on Library and Network Development

Meeting Minutes
September 9, 2016
Cedarburg Public Library
W63 N589 Hanover Avenue
Cedarburg, WI 53012

Members Present: Terrence Berres; M.T. Boyle; Cara Cavin; Tom Kamenick (telephone); Doug Lay; Bryan McCormick; Dennis Myers; Kathy Pletcher; Jess Ripp; Joan Robb; Lisa Sterrett; Kristi Williams (telephone)

Members Absent: Joshua Cowles; Laurie Freund; Becki George

DPI Staff: Martha Berninger; John DeBacher; Kurt Kiefer; Ben Miller; Roslyn Wise

Guests: Amy Bartell, Eastern Shores Library System; Mark E. Mundl, Racine County Workforce Solutions Manager; Steve Ohs, Lakeshores Library System (telephone); Mike Gelhausen, Interim Director of Mid-Wisconsin Library System.

1. **Call to Order**

    The meeting was called to order at 10:05 by Cara Cavin.

2. **Roll Call/Determination of Quorum**

Kathy Pletcher called roll; 10 members were present so quorum was achieved.

3. **Welcome to Cedarburg Public Library** - deferred to after lunch

4. **Adoption of Agenda**

Motion by Doug Lay seconded by Miriam Erickson to adopt the agenda. Motion approved.

5. **Approval of Minutes for July 8, 2016 meeting**

Motion by Miriam Erickson seconded by Doug Lay to approve minutes as distributed. Motion approved.

6. **Report of the Chair**

Cara Cavin welcomed Dennis Myers as the newest member of COLAND and asked members to introduce themselves to Dennis. She reported that she sent thank you letters to Melinda Orebaugh and Jeff Rick of Gundersen Health System for hosting the July COLAND meeting. Cara commented that Gundersen clearly recognizes the value of hospital library services as part of health education and the facilities are impressive.

7. **Update on Public Library System Revision (PLSR)**

Bryan McCormick shared information on the Resource Library Group that he participates in. They have been paying attention to what the other groups are doing and none of them seem to be talking about resource libraries. The Resource Library Group reviewed the contracts of the resource libraries and there is variation among them. All the resource libraries' contracts include what is required by state statute, and some resource libraries offer more than the statute requires. The Consulting Group is looking at local sources and online methods. The Delivery Group is focused on what patrons want. They toured SCLS delivery operation and are reviewing the regional delivery hub model. The goal is to have five day-a-week delivery for all libraries that are open at least five days a week. The Electronic Resources Group recognizes the importance of having access to digital resources and is reviewing the cost efficiencies of state-wide group purchases. The ILS Group is evaluating two models: 1) regional ILS systems with a state-wide discovery layer; and 2) multiple instances of one ILS vendor with a state-wide discovery layer. The Technology Group is considering what service outcomes are desired and whether the same technology model works for all libraries or are there differences based on library size. All the groups will get together on September 21 to share information. PLSR will give a progress report at the WLA conference in October. Kurt Kiefer mentioned that

Wisconsin is getting the attention of other states because we are using a bottom up process, and change has happened in other states via a top down process. Miriam Erickson asked Bryan if his committee is looking at the changing role of resource libraries based on technology changes. Bryan said: yes; and, they are looking at some of the special expertise of larger resource libraries around the state.

8. **Goals Committee Reports**

Goal 1 related to PLSR was reported on agenda item 7.

Goal 2 Kathy reported that a letter was sent to SRLAAW encouraging the system library directors to share information with their member libraries about the WIOA opportunities to work with local workforce development boards to support job seekers. Martha reported that she used the survey results from the library community to design a portal for resources that libraries can use to assist people in finding jobs. The Job Seeker portal has been in beta test and will be officially launched on September 20. DPI will send the link to COLAND.

Goal 3 Terrence Berres reported that his committee reviewed the COLAND webpage. He said it is important to update web pages to be more dynamic and websites should be redesigned about every three years. The committee did not redesign the website but did rearrange the content to make it easier for people to find information. The primary consideration was to organize the web site to be a resource for COLAND members. Secondarily, it is a resource for the library community to follow the activities of COLAND. Keeping it simple was a priority, and providing links to refer people to information on current developments. The website leverages the standard platform used for all DPI web pages, and is flexible to meet COLAND needs.

Goal 4 No report from this committee on e-books.

Cara noted that there are three new members who are not on committees yet and she invited them to identify which committee they would like to work on. She also indicated if people wanted to change committees they should let her know.

9. **Workforce development update**

Mark E. Mundl, Racine County Workforce Solutions Manager, presented to COLAND. Mundl explained the various Workforce Innovation and Opportunities Act (WIOA) funding sources. Title 1 is funding that is directed to workforce development boards. There are 11 boards throughout the state. When there is a layoff in Racine County Mark goes out to the plant and helps the employees search for a new job or return to school to

train for a new career. Title 2 funding comes through the Department of Education and goes to technical colleges for job training. Title 3 funding goes to the Department of Workforce Development. Title 4 funding goes to the Division of Vocational Rehabilitation who assist people with disabilities find training and employment. Mark said that COLAND could consider working with all four of these areas. In Racine County, Mark partners with libraries to share costs on Gale courses for their customers. Libraries can be an affiliate site or one stop center, but there are compliance requirements that would have to be followed. Mark suggested that libraries have a Memorandum of Understanding (MOU) with their workforce development boards regarding expectations of services with a focus on the customer's need. He agreed to provide an example of an MOU to COLAND so that we can have a model for libraries to consider. The governance structure for Title 1 funding includes a State Council on Workforce Investment, appointed by the Governor, with private sector members and government representatives, and chaired by a private sector member. The State Superintendent of Public Instruction serves on the Council. The Council has fiduciary responsibility for oversight on federal dollars. There are 11 regional Workforce Development Boards in Wisconsin. Elected local officials appoint business people to serve on the boards and the boards hire staff to perform the work. Sometimes the boards contract with non-profit or for-profit organizations that receive the funds through bids to deliver the services. Libraries could bid for a contract such as youth services or dislocated workforce service and bring in additional revenue. John Debacher asked if libraries could partner with technical colleges to provide services such as digital training; Mark said yes, that would be in the T2 program and technical colleges have taxing authority to raise funds in addition to federal dollars. Steve Ohs said he supports what Mark is doing and Lake Shores System is looking to expand the relationship with the county workforce solutions and the Gale courses have been very popular. M.T. said Racine County has a great team and Steve is stepping up as a system director to help displaced workers. Kurt stressed the need to communicate this success to libraries and encourage them to break down silos and connect the various initiatives. DLT is leveraging resources through the Job Seekers website and connecting with other agencies such as DWD. There are opportunities for shared purchasing of software and digital content licenses such as Learning Express and Gale courses. Dennis Myers asked Mark if he also works with employers. Mark said he is not doing that in Racine but in Green Bay they have industry partnerships and it has been successful. Lisa asked if Mark had found any good training for soft skills. He is using a program called "Workplace Excellence" which is a series of 10 modules that is designed to work across the four learning styles so that everyone has a good chance to acquire the knowledge. Mark brought this training into the workforce solutions curriculum because if employees have good soft skills it will reduce behavioral issues and improve learning outcomes.

10. Report on interlibrary loan meeting

Ben Miller defined interlibrary loan as a way of transferring physical items among libraries. The annual meeting was held August 16 and people liked that is was an in-person meeting. There was an update from the PLSR ILL workgroup and it was surprising that only one-third of those present knew about it. The attendees gave their input to the workgroup. John Chraska from "Every Library" (everylibrary.org) was a guest speaker. Every Library is a non-profit group that provides consulting and training for library advocacy. Chraska said that library support is not driven by library use, rather it is driven by a person's belief in libraries as a public good and their fond memories of libraries. Chraska offered an interesting way to talk about the importance of interlibrary loan: "By using ILL his library is 43% bigger because of access to other libraries without increasing the physical size of his library." Other keywords to use when talking to the business community are: a big data enterprise; a sharing economy at a large scale; an open source community through agreements; and logistical sourcing solution. A good message for government officials is: ILL shows efficiency and effectiveness of tax dollars through sharing. A message for the general public would be: tell your family story at the library. Libraries are an educational partner because they support students and an economic development partner because they support business start-ups and job seekers. People can support these ideas even if they do not use the library themselves. Terrence Berres mentioned that ALA survey results support the idea that library users are not the only supporters. Non-users want the library to be there for the public good. Kurt Kiefer said it so important that we tell our stories of what libraries are doing. M.T. commented that you have to feel out where the public is and go to the story that will be effective with them. She said make a personal connection and then cite rational arguments.

11. Report on revisions to ILL guidelines for endorsement by COLAND

Ben Miller reported the major changes are: the due date of materials is when the patron returns it to their library (previously the due date was when the item was returned to the loaning library); since video games are almost never available for ILL the catalog records will be changed to indicate not available; libraries should never affix tape to materials that are shipped—use a rubber band!

Motion by Joan Robb, seconded by Dennis Myers, to endorse the revised guidelines. Motion approved.

12. Presentation and tour Cedarburg Library

Linda Pierschalla welcomed COLAND and talked about the new building. The old library was 10,000 square feet and the new library is 25,000 square feet. It was a big

community project to get it built. It's a very high tech building.   Linda provided a tour of the building.

13. Aspen Report discussion

Kurt Kiefer introduced Cindy Fesemyer, Director of the Columbus Library, who talked about the Aspen Institute, a non-library think tank. Cindy said that libraries need to focus on people, place and platform. People are experts in your library and in the community that can support your library. Place is your physical library, your virtual library and the place in your community. Platform is what we do in that place with those people: collections, services, bookmobile, etc. The Aspen Report says libraries must have current technology and should be working toward future technology.   Librarians need to know their communities well enough to be able to serve them well. There is an "Action Guide for Re-Envisioning your Public Library" which includes the key components of: people, place, platform, jobs and economic development, library as a civic resource, library as a literacy champion. The Action Guide includes how to do a SOAR analysis: strengths, opportunities, aspirations, results. Cindy believes strategic planning is important, but more than that libraries need to be about community engagement. Find out what the community needs and design services and messaging to those needs. She recommends having a public dialogue with the community that is facilitated by a professional facilitator.

14. Hedberg Public Library Training Program: "Change Your Mind"

Bryan McCormick is bringing in a training program in November called: "Change Your Mind, Create New Results." The program is designed to help people understand why they are resistant to change. Bryan is reorganizing his staff toward a central service point with staff cross-trained to provide a wide range of services. This reorganization will free up a staff position and allow him to add an innovation librarian. The library staff training will focus on service and performance that will benefit the patron. The trainer will have follow up sessions over four months to reinforce the learning.   Bryan talked about how they used their "new" Bookmobile (a refurbished EMT vehicle) over the summer for outreach projects. It is very popular.

15. DLT Standing Report

John DeBacher announced the merger of the Mid-Wisconsin Federated Library System with Eastern Shores Library System. Amy Birtell, Director Eastern Shores Library System, and Mike Gelhausen, Interim Director of Mid-Wisconsin Library System presented information on how they accomplished the merger between the two systems, which will be effective on January 1, 2017. Bruce Smith, WiLS, was hired as a facilitator

and they felt this was a key component of negotiating an agreement. Individuals included in the process had equal representation from each of the systems: library board members, county supervisors and library staff. The new system includes four counties (Dodge, Washington, Ozaukee, and Sheboygan) with 33 libraries. The merger has been approved by all county boards. Amy Birtell has been appointed to lead the new system. She must submit a system plan to DPI by October 15.   ILS merger will be complete by December. They are working on a new name for the new system. What made this merger work was having trustees from both systems that wanted it to work. What will make this system successful are: people trusting each other and being flexible and adaptable to change. Kurt congratulated them on a job well done!

Governor Walker announced new contract terms for BadgerNet broadband, which serves 75% of school districts and 98% of public libraries. These are excellent rates: 100 megabit speeds at $100 per month; and gigabit speeds for $250 per month. AT&T is the provider and they will have the new network up by February and will move the old network over.

Kurt Kiefer, as the chief of the Wisconsin state library agency, is a member of the Chief Officers of State Library Agencies (COSLA) organization. He is one of four state chiefs working with the Institution for Museum and Library Services (IMLS) on a project focused on data use in libraries. The goals are to streamline data gathering, eliminate redundant tasks, improve the quality of data, enhance the value of data by collecting the most meaningful data in the most effective manner, and improving the skills of professionals in leveraging data for decision-making.

John DeBacher reported on the boot camp for new library directors. There are 48 directors signed up for the boot camp scheduled for September 29-30 in Wausau. It will become an annual event instead of every other year. The current LSTA five-year plan is at its mid-point and DLT needs to provide a progress report. They are hiring a consultant to assist with that report and to help develop the next five-year plan. Results of PLSR will impact the next five-year plan.

Martha Berninger asked that COLAND members look at the new Job Seeker website and give her feedback. The planned launch date is September 20. The school e-book project is moving forward with the support of school districts, CESAs, and WiLS. The Library Media Specialist guidelines are being reviewed by the Superintendent's office. The new guidelines emphasize the librarian's role in having students be "future ready" for digital learning. The new guidelines will seek more flexible paths to get to the Library Media Specialist profession.

16. Legislative Update

Kurt Kiefer reported the DPI budget will be submitted to DOA on September 15. The Superintendent will request 13% for public library system aids and cost-to-continue for BadgerLink and contracts. The Superintendent will not request additional funds for WISElearn, but is seeking approval for a change in the statutory language for WISEdata and WISEdash to be available to libraries as well as schools. There is no cost increase to the WISE budget, only flexibility for using funds more broadly.

17. Update on COLAND appointments

There are 4 expired terms: 3 professional and 1 public position. COLAND membership includes 9 professional and 10 public members. Vacant positions create problems with achieving quorum, but more importantly diminishes representation from the library community and general public.

18. Suggestions for Future Agenda items

Agenda items for November 11 at Pulaski
- report from PLSR
- school library media specialist
- LSTA update
- LMS content standards
- BadgerLink as a resource
- Kurt was asked to report on national issues that COLAND should be thinking about for public and school libraries

19. Future meeting dates locations

November 11 at Pulaski School district
January 13 virtual
March 10 at Hedberg Public Library
Kaukauna – Joan will research
Lancaster Library – Lisa will research
River Falls Library – Kathy will research

20. Review follow up items

Let Cara know which committee you want to serve on.
Kurt will follow up with Mark on the MOU idea.

21. Announcements

Miriam Erickson announced the Door County Bookmobile was sold to the historical society and they are using is for promoting local history. Egg Harbor will have a new library. Washington Island will get its first school library.

Kathy announced that Joan Robb has received the UW-Green Bay Founders Association Award for Excellence in Academic Support.

22. Adjournment

Motion to adjourn by Joan Robb and seconded by Lisa Sterrett. Motion approved. Meeting adjourned at 3:05pm

Respectfully submitted,

Kathy Pletcher, Secretary