Wisconsin Public Library Standards

Wisconsin Department of Public Instruction
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Wisconsin Public Library Standards
Sixth Edition

Developed by
Public Library Development Team

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Standards Task Force, 2016-17

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Table of Contents

Standards Task Force iii

Section 1 Introduction 1
What Has Changed 1
How to Use These Standards 2

Section 2 Statutory Requirements 5

Section 3 System Membership Requirements 7

Section 4 Tier One Standards 9
Governance 9
Administration of the Library 11
Funding 12
Staffing 12
Collections and Resources 13
Programs and Services 15
Access 16
Facility 16

Section 5 Tier Two Standards 19
Governance 19
Administration 19
Funding 20
Staffing 20
Collections and Resources 21
Programs and Services 21
Public Relations 21
Access 22
Facility 22

Section 6 Tier Three Standards 23
Governance 23
Administration 23
Funding 23
Staffing 24
Programs and Services 24
Public Relations 24
Access 25
Facility 25

Appendices
A: Quantitative Standards by Service Population 27
B: Quantitative Standards by Municipal Population 29
C: Calculating Service Population 31
D: Library Public Relations Checklist 33
E: Technology Plan Checklist 39
F: Certification of Library Directors 41

Introduction

1

This edition of the Wisconsin Public Library Standards revises and updates the work of the many people who developed earlier editions of the Standards. We reviewed the previous edition of the Standards, noted the increased levels of library compliance with the earlier standards, and compiled information on changes in library statistical information in Wisconsin libraries since the last edition was produced.

The Wisconsin Public Library Standards document has evolved gradually over the years. Some of the standards in this document have remained unchanged; however, since the public library environment has changed significantly, this edition updates quite a number of updates to reflect those changes. The development of this document was guided by the belief that Wisconsin's public libraries play a critical role in providing free access to knowledge, information, and diversity of ideas to all residents of the state. It was first published in 1987 and was updated in 1994, 2000, 2005, 2010, and now in 2018.

This sixth edition of the Wisconsin Public Library Standards has been in development for nearly two years. More than 32 library professionals, representing libraries and library systems across the state, came together to create this document. The process began with much discussion about the currently published standards—addressing both the document's strengths and its weaknesses. The steering group then tasked the subject focus teams with analyzing each standard for relevance and clarity. The focus teams presented their recommendations to the steering group at the Standards Revision Summit, held on April 5, 2017, in Windsor, WI. The steering group then determined the structure and format of the document, based on the recommendations set forth by the focus teams.

What Has Changed

This edition is more concise. Based on feedback received from the public library community, this edition of the Standards has been curtailed to contain only the information pertinent to public library standards. Important information included in past editions, such as planning, can be found in other resources offered by the Public Library Development team and other professional sources.

Technology standards have been integrated into the other categories. The Standards Task Force deliberated over whether or not to have a separate section of technology standards, as was found in the public library

standards documents from other states. However, the task force determined that when technology standards were introduced in earlier editions, it was to encourage implementation of various technologies in libraries. Today, technology tools are now integrated into even the most basic of library services. As such, any standards relating to technology have been incorporated into other categories.

Quantitative standards are more granular. For many public libraries, the past model for quantitative standards is not granular enough to prove useful. The new model introduced in this edition provides the granularity necessary for libraries to more accurately assess their levels of service.

Standards have a tier structure. Perhaps the most significant change in this edition of the Public Library Standards is the application of a tier structure for the qualitative as well as the quantitative standards. The names of the tiers of service have also changed.

How to Use These Standards

The **Wisconsin Public Library Standards** program is a self-evaluation tool. The purpose of this voluntary program for Wisconsin public libraries and librarians is to encourage the ongoing development of quality library service in the state by providing public libraries with a tool to identify strengths, recognize areas for improvement, and assist libraries in gaining community support.

This manual contains the following categories:

- Statutory Requirements
- System Membership Requirements
- Governance
- Administration of the Library
- Funding
- Staffing
- Collections and Resources
- Programs and Services
- Public Relations
- Access
- Facility

Each standard is presented as a statement, allowing the library to easily determine whether it meets or does not meet the criteria. There are three levels of service:

- Tier One—the minimum services that should be available to all residents of the state
- Tier Two—an expansion of services beyond the basic
- Tier Three—the highest level of service

To be considered a **Tier One** library, a library must meet all of the Tier One standards.

To be considered a **Tier Two** library, a library must meet all of the Tier One standards and all but two of the Tier Two standards. The two Tier Two standards that a library exempts from cannot be in the same category (i.e., governance, staffing, access).

To be considered a **Tier Three** library, a library must meet all of the Tier One standards, all of the Tier Two standards, and all but two of the Tier Three standards. The two Tier Three standards that a library exempts from cannot be in the same category (i.e., governance, staffing, access).

In order to determine the status of the quantitative standards in this document, a library must decide whether to use its municipal population or its service population. "**Municipal Population**" is the population of the city, town, village, or county establishing the library, or the total population of communities establishing a joint library. "**Service Population**" is the library's municipal population plus an additional population determined from circulation statistics for county residents without a library. In most cases, Service Population is a more accurate reflection of a library's service population, because it includes the municipal population as well as those who live in surrounding communities and travel to the nearest or most convenient municipal library for services. To calculate a library's Service Population, see Appendix C of this document.

The newly added categories of Statutory Requirements and System Membership Requirements have been included to increase awareness of public library requirements in Wisconsin. Statutory Requirements apply to *all public libraries*, while System Membership Requirements apply to any library that is a *member of a public library system*. As of this publication, every legally established library in Wisconsin is a member of a public library system, so these requirements currently apply to all Wisconsin public libraries.

Note that much deliberation took place about the terminology used in this document. Every attempt was made to use the most appropriate and consistent expressions available at the date of release.

The Wisconsin Department of Public Instruction's Public Library Development Team is prepared to assist public libraries in using this manual to its fullest potential and can answer any questions regarding the new standards.

Appendices and checklists are included.

Statutory Requirements

2

Wisconsin public libraries must be governed and operated according to Chapter 43 of the Wisconsin Statutes. The following are the statutory requirements of all Wisconsin public libraries:

- The library is established under Wis. Stat. § 43.52 (municipalities), 43.54 (joint libraries), or 43.57 (consolidated county libraries and county library services).
- A legally appointed and constituted library board governs the operation of the library. The library's board membership complies with statutory requirements regarding appointment, length of term, number of members, and composition, per Wis. Stat. § 43.54 (municipalities) or 43.57 (consolidated county libraries and county library services), and 43.60 (county appointments to local library boards).
- The library board has exclusive control of the expenditure of all monies collected, donated, or appropriated for the library fund, per Wis. Stat. § 43.58(1). All appropriated and collected funds are held by the municipal governing body and are disbursed upon approval by the library board.
- The library board supervises the administration of the library, hires the library director, and delegates active management of the library to the director. The library board determines the library's staff organization chart, approves job descriptions, and sets rates of compensation, per Wis. Stat. § 43.58(4).
- The library collects the statistics and information required by the Division for Libraries and Technology and reports that information to the municipal governing body, the library system, and the Division, per Wis. Stat. § 43.58(6).
- Residents have free access to tax-supported public library services, per Wis. Stat. § 43.52(2). Such services include (but are not limited to):
  - free loan of print and non-print materials from the local circulation collection
  - general reference and information services
  - access to other library collections via interlibrary loan
  - access to a computer

- The library board reviews and approves bills presented for payment at each library board meeting, per Wis. Stat. § 43.58(2).
- The library complies with other Wisconsin laws that affect library operations, such as laws relating to open meetings (Wis. Stats. § 19.81 to 19.98), ethics (Wis. Stats. s. 19.59), and public records (Wis. Stats. § 19.31 to 19.39).
- The library complies with federal laws that affect library operations, such as the Fair Labor Standards Act.
- The library makes reasonable accommodations in order to provide access to its collections and services to persons with disabilities, and meets relevant requirements of the Americans with Disabilities Act. (See the ADA Accessibility Guidelines for Buildings and Facilities; Section 8 pertains to libraries.) Some examples of accommodations may include:
  - accessible meeting rooms
  - access to Braille materials
  - enhanced computer display for visually impaired
  - hearing augmentation system in meeting room
  - equipment necessary to use audiovisual materials in the library collection
  - home delivery of materials
  - interpreters for the hearing impaired
  - Large Print materials
  - a minimum of 36 inches of space between shelving stacks
  - story times and programs in accessible rooms or outside of the library

System Membership Requirements

3

While Wisconsin public libraries are not required to belong to a library system, system membership offers enormous benefits to public libraries of all sizes. For a public library to participate in the library system that serves its county, the following statutory requirements must be met to retain system membership:

- The library must located in a county that participates in a library system, per Wis. Stat. § 43.15(4)(c)2.
- The library director is present in the library at least 10 hours a week while the library is open to the public, less leave time, per Wis. Stat. § 43.15(4)(c)6.
- The library is authorized by the municipal governing board to participate in the public library system, per Wis. Stat. § 43.15(4)(c)3.
- The library has a written agreement with the public library system board to: (1) participate in the system and its activities, (2) participate in interlibrary loan of materials with other system libraries, and (3) provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library. This shall not prohibit a municipal, county, or joint public library from giving preference to its residents in library group programs if the library limits the number of persons who may participate in the group program, or from providing remote access to a library's online resources only to its residents, per Wis. Stat. § 43.15(4)(c)4.
- The library director holds the appropriate grade level of certification from the Department of Public Instruction, per Wis. Stat. § 43.15(4)(c)6 and Wis. Admin. Code sec. PI 6.03. (See Appendix F for statutory certification levels.)
- The library annually is open to the public an average of at least 20 hours each week, per Wis. Stat. § 43.15(4)(c)7. (For exceptions, see the statute.)
- The library annually spends at least $2,500 on library materials, per Wis. Stat. § 43.15(4)(c)8.

Tier One Standards

4

To be considered a **Tier One** library, a library must meet all of the Tier 1 standards that follow.

Governance

Public library trustees are public officers and as such are legally responsible for the governance of the library and the conducting of its operations in accordance with local, state, and federal laws. Generally, library boards have the power to:

- Hire and evaluate the library director
- Determine salaries and compensation for the director and library staff
- Establish a library budget
- Oversee spending and approve library expenditures
- Develop and adopt policies for the library's operation
- Engage in strategic planning for the library
- Exercise general oversight and governance of the library's operation

A well-informed library board is critical to the success of the library, as is the relationship between the library board and the director. Both must clearly understand their roles and responsibilities. The following standards relate to public library governance:

1. The library's Board of Trustees has written bylaws that outline its purpose and its operational procedures and address conflict-of-interest issues.
2. The library board adopts the following written policies for operating the library. All policies are available to all staff members and for public inspection (preferably online for accessibility). The items following each policy are suggestions of what the policy might cover. NOTE: if a library provides meeting room space to the public, a meeting room use policy must be included as well.
    - Circulation Policy
        - Borrower responsibilities and card eligibility
        - Confidentiality of Records

  - Fines and fees
  - Interlibrary Loan details
  - Loan periods, including renewals
  - Lost and damaged materials
  - Recovery of unreturned materials
  - Theft of materials
- Collection Management Policy
  - Purpose of collection
  - Evaluation methods
  - Reconsideration of Materials requests
  - Selection criteria
  - Weeding (deselection) schedule
  - Gifts and donations as they pertain to the collection
  - Intellectual freedom statements (Freedom to Read, ALA Bill of Rights, etc.)
- Computer/Internet Use Policy
  - Confidentiality of records
  - Privacy
  - Rules of use
  - Conduct (prohibited materials, etc.)
- Meeting Room Use (as necessary)
  - Scheduling
  - Rules and Conditions
  - Charges and Fees
- Personnel Policy
  - Employee benefits
  - Salaries and position classifications
  - Staff procedures, such as disciplinary procedures, grievances, dress code, conduct, etc.

- Public Behavior (Rules of Conduct)
  - Behavior guidelines (for all ages)
  - Consequences for inappropriate behavior
  - Unattended children/child safety

3. If the library elects to filter Internet content, it states so in its internet policy and a procedure is in place to allow patrons unfiltered access.
4. The library board meets no fewer than ten times per year (with the library director in attendance), at a time and in a physically accessible location convenient for the board and the community.

Administration of the Library

A library director, who is hired by and is responsible to the library board of trustees, administers public libraries. The director is responsible for all of the day-to-day operations of the library, including:

- Hiring, supervising, training, evaluating, and dismissing library employees
- Preparing and submitting budgets to the board
- Recommending and executing library policies as adopted by the board
- Recommending and executing plans for library services
- Advocating for the library

The following standards relate to public library administration:

5. The library director provides written financial and statistical reports for review at library board meetings.
6. The library follows fiscal procedures consistent with state law, library policy, audit requirements, and local government requirements in preparing, presenting, and administering its budget.
7. The director has time away from the public service desk to perform administrative duties, attend system, state, county, and municipal meetings.

8. The library director conducts an orientation program for new board members. The orientation will include a tour of the library's public and staff areas and individual access to the DLT Trustee Essentials.
9. The library director keeps the library's Board of Trustees informed of library services, programs, and issues.
10. The library keeps its borrowers' registrations up-to-date. Inactive registration records are removed at least every three years, in accordance with state annual report requirements. (This may be in coordination with system ILS staff.)

Funding

A key responsibility of the library board is to seek and secure sufficient funding to support the local service goals of the library. The following standards relate to the funding of public libraries:

11. The library director is available to present the proposed budget to the municipal governing body.
12. The library board adopts an annual budget.
13. The library is supported on an ongoing basis by funds from the municipal governing body. Grants, donations and other revenue sources supplement, but do not supplant, local tax support.

Staffing

Library staff are the library's most valuable asset. All *library staff*:

- are able to explain library policies to the public
- are committed to the provision of excellent service
- are well trained in the procedures required by their positions
- have a general understanding of the history and development of library services
- project an image of competence and courtesy

In addition, *public librarians* must be able to:

- assess the needs of the community
- communicate and work effectively with other staff
- evaluate and measure the effectiveness of public library programs and services
- assist in library planning efforts
- assist in fundraising efforts
- select materials and provide guidance in the use of all library resources

- use current and emerging technologies
- work within the political and social structure of the community

The following standards relate to the staffing of public libraries:

14. The library has regular, paid, and qualified staff, trained to fulfill their job responsibilities. The library is staffed during all hours that the library is open.

15. The library employs paid staff at the number of Full-Time Equivalents (FTE) outlined in Appendix A (or B).

    Forty (40) hours per week is set as the measure of full-time employment. To determine FTE of employees, take the total number of hours worked by all paid employees and divide by forty (40).

    For example, a library with 70 hours of paid employees is considered to have 1.75 total FTE.

16. The library board adopts written job descriptions that include educational and experience requirements, work hours, and a written salary range and benefits for each position.

17. Staff are trained in emergency procedures and protocols.

18. Library staff, volunteers, and trustees are trained to uphold patron privacy and confidentiality.

19. Employee performance is evaluated annually by the director or supervisor.

20. The library board conducts a performance evaluation of the library director annually.

Collections and Resources

Community needs and local interests drive a library's collection management plan. A successful public library provides a wide range of materials and electronic resources in a variety of formats and in sufficient quantities to meet the needs of the members of its community.

Collection management requires a studied approach to the selection, maintenance, and development of the collection. Collection evaluation is the continuous process of analyzing use, age, condition, timeliness, and scope of library materials.

The library's position on Intellectual Freedom is clearly reflected in its collection management policy. Through this policy, the library maintains a current, thoroughly evaluated collection appropriate to the library's mission.

The following standards relate to the library's collections and resources:

21. A materials budget is designated for purchasing materials in a variety of formats and for accessing electronic resources based on the library's collection development policy.
22. The library allocates operating funds for purchasing materials for the library's collection as outlined in Appendix A (or B).
23. Materials are purchased at regular intervals throughout the year to ensure a steady flow of new materials for the public.
24. The library's collection is regularly evaluated for retention, replacement, or withdrawal, as at a rate determined by the library's adopted collection management schedule.
25. The library maintains a collection of print, audio, and visual materials per capita as outlined in Appendix A (or B).
26. The library maintains a collection of print volumes per capita as outlined in Appendix A (or B).
27. The library maintains a collection of print periodical titles per 1,000 population as outlined in Appendix A (or B).
28. The library maintains a collection of audio recordings per capita as outlined in Appendix A (or B).
29. The library maintains a collection of video recordings held per capita as outlined in Appendix A (or B).
30. The library uses interlibrary loan to supplement, but not supplant, local collection development.
31. The library provides online resources, including downloadable materials, appropriate to its community and promotes the use of online resources on their website and within the library.
32. The library provides access to resources in formats appropriate to the needs of all population groups in the community.
33. The library provides adaptive technology to ensure inclusive access to electronic resources.

Programs and Services

Public services allow library staff to assist patrons in the use of its collections and resources. The library also provides resources beyond those owned by the library through interlibrary loan and other resource sharing arrangements.

The library offers educational, recreational, informational, and cultural programs sponsored by the library or in conjunction with other community organizations. These offerings may attract new users to the library, increase awareness and use of library resources and services, and provide a neutral public forum. Programs are commonly held in the library, but the needs of the community may require outreach outside of the library facility, with or without co-sponsorship from community partners.

Public libraries provide programs and services to all members of the community. The following standards relate to the library's programs and services:

34. Library staff assist all patrons with the effective use of technologies necessary to access and use the Internet and other electronic and non-print resources.
35. The library provides Internet computers for public use per 1,000 population as outlined in Appendix A (or B).
36. The library provides interlibrary loan services to customers of all ages. The library submits its holdings information to shared databases and participates as a lender and a borrower.
37. Library staff connect patrons with community resources and service agencies.
38. Information services (including reader's' advisory and technology assistance) are available to residents of all ages, abilities, and levels of literacy.
39. The library plans and evaluates programming for adults, teens, and children, considering all of the following factors: the community's needs, goals, and aspirations; intended outcomes; community demographics; and availability of programming from other organizations in the community.

Access

The public library provides full, convenient access to a complete range of its services. “Access” refers to the library’s location, hours, and services, as well as its collections and the collections of other libraries. The following standards relate to access to the library:

40. Library hours are fixed and prominently posted. Hours are set based on community needs.
41. Library provides internet access and personal computing applications to patrons free of charge. Access to a printer is also available.
42. The library provides free wireless internet access.
43. The library has a publicly available telephone number.
44. Key staff have library email accounts provided by the library.
45. The library maintains a website or similar online presence, which includes access to an online catalog, information about the library, and links to local, state, or national resources.
46. The library has an integrated library system (ILS) including an automated catalog of all of its holdings that is easily accessible to all users.
47. Public programs provided by the library are in physically accessible locations for children, teens, and adults. The library provides the necessary accommodations to enable persons with disabilities to participate in a program and advertises the availability of the accommodations in the program announcement.
48. The library has directional signs and instructions for the use of collections, online catalog, and other library services.

Facility

The facility housing the library’s collections and services has a direct effect on access. The public library is a community gathering place that offers a compelling invitation to enter. A model library building is flexible enough to respond to changing use and service patterns. The building is designed for user efficiency and comfort to encourage extensive public use. The following standards relate to the library facility:

49. The library provides a book return available to the public 24/7. It is recommended that a book return that is attached to the library or inside the building is fire retardant.

50. The library building incorporates appropriate safety features in both public and staff areas.
51. The exterior and entrance of the library is well lighted and identified with signs clearly visible from the street.
52. The library provides adequate handicapped accessible parking spaces, per Wis. Stat. § 346.503(1), and any local ordinance.
53. The library has proper environmental control throughout the year.
54. The library has accessible public meeting space available for its programming.
55. The library provides adequate space to implement the full range of library services that are consistent with the library's strategic plan.
56. The library provides designated workspace for staff.

Tier Two Standards

5

To be considered a **Tier Two** library, a library must meet all of the Tier One standards above and all but two of the Tier Two standards that follow. The two Tier Two standards that a library exempts from cannot be in the same category (i.e., governance, staffing, access, etc.).

Governance

57. The library board adopts written policies for operating the library. In addition to the four essential policies (see Tier One Standard #2), they may include the following. All policies are available to all staff members and for public inspection.

    - Handling of gifts
    - Programming
    - Bulletin board
    - Public records
    - Inclement weather

The Public Library Development Team has sample policies on its website at https://dpi.wi.gov/pld/boards-directors/policy-resources.

Administration

58. The director is paid to perform library board-designated duties for no fewer than 25 hours per week, which includes scheduled hours away from a public service desk.
59. The director has time away from the public service desk to participate in professional activities such as continuing education opportunities, municipal and/or county board meetings, mentoring, service organizations, etc.
60. The library director informs the board of pending legislation on the local, state, and national levels that affects libraries and explains how the proposed legislation might affect local library service.
61. The library director makes the library board aware of upcoming library-related continuing education.
62. The library director coordinates or provides trustee training during library board meetings at least twice per year.

63. The library maintains written procedures regarding the services it provides, based on board policies. Examples may include handling of lost items, opening and closing procedures, etc.
64. The library has a written strategic plan, which contains a mission statement, and outlines goals and objectives to meet the community's needs.
65. The library actively participates in its library system's program of service, such as serving on committees, attending meetings, etc.
66. The library participates in system-level and county-level planning for library services.

Funding

67. The director and library board of trustees are available to present the proposed budget to the municipal governing body.
68. The library receives permanent and equitable funding for services to rural residents from the county (if the county is not the governing body, such as a county consolidated library) at a funding rate higher than the minimum required by statute.
69. The library seeks supplemental funding to support its program of service (e.g. grants, gifts, foundations, Friends of the Library).
70. The library provides funding for professional memberships, conferences, or continuing education, including travel and other necessary expenses.

Staffing

71. The library has a planned orientation program for new employees. The program introduces employees to the library's mission, philosophy, goals, and services, in addition to job responsibilities.
72. Library staff are trained in inclusive services and ability awareness, to serve all patrons and coworkers equitably.

Collections and Resources

73. The library develops collections unique to the needs of the community, and is aware of other unique collections available within the system area. Examples may include:

    - Adult basic skills materials (i.e., adult new readers)
    - English language learning materials
    - Specialized collections, such as seed libraries, cake pan collections, toy libraries, etc.

Programs and Services

74. The library maintains, upgrades, and replaces needed library equipment and software on a regular schedule.
75. Information services (including reader's' advisory and technology assistance) are available to residents of all ages, abilities, and levels of literacy, during all the hours that the library is open.
76. The library provides or has convenient access to equipment that reproduces or transmits documents.
77. The library partners with local schools, community agencies and other organizations in the local area in planning, implementing, and promoting programs and services for the community.

Public Relations

Public relations efforts help to communicate a positive image of the library, and promote the library's materials, services, and programs. The library evaluates all policies and procedures in terms of their effect on the public and on the library's public relations.

The following standards relate to the library's public relations strategy:

78. The library promotes its collections and services by using a variety of approaches to publicity. To meet this standard, at least four (4) items must be achieved.

    - Annual reports attractively packaged and made available to the public
    - Attractive and frequently changed exhibits, displays, and bulletin boards
    - Newspaper articles, columns, or advertisements

- Posters, flyers, brochures, and bookmarks advertising library services
- Social networking presence (Facebook, MySpace, Twitter, blogs, etc.)
- TV and/or radio exposure
- Visually appealing printed materials and graphics
- Engaging, dynamic website
- Walk-throughs in the library to assess the image it projects
- An identifiable branding strategy, such as a library logo or slogan
- Targeted materials that reflect the diversity of the community (i.e., Spanish language signage; posters reflecting Latinos)

Access

79. Key library staff information, such as job title and email address, can be located on the library website.
80. The library's catalog is available via the internet and is accessible 24 hours per day, seven days per week.
81. The library provides free wireless internet access to all, regardless of whether a cardholder or of cardholder status.

Facility

82. The library provides non-public workspace for staff.
83. Adequate and convenient parking is available to the library's patrons and staff. Generally, one parking space is available for every 500 square feet of building is recommended.
84. The library provides reader seating per guidelines found in the most current edition of Public Library Space Needs: A Planning Outline, or other national standards.

    The suggested guidelines listed below are taken from the 2009 edition of *Public Library Space Needs: A Planning Outline* by Anders C. Dahlgren.

Seats per 1,000 Population

Population	Up to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 100,000	100,000 and over
Seats	5.0	4.50	3.00	2.25	1.50

Tier Three Standards

To be considered a **Tier Three** library, a library must meet all of the Tier One standards, all of the Tier Two standards, and all but two of the Tier Three standards. The two Tier Three standards that a library exempts from cannot be in the same category (i.e., governance, staffing, access, etc.).

Governance

85. The bylaws of the library's Board of Trustees are reviewed at least every three years.
86. The library board reviews and/or revises its policies every three years.
87. The library board reflects the demographics of the community.

Administration

88. The library director coordinates or provides trustee training during library board meetings at least quarterly.
89. The director regularly attends meetings of the municipal governing body and reports on the library.
90. Development of the library's strategic plan involves library staff, trustees, and the public.
91. The library's strategic plan is reviewed and/or updated annually by the library's Board of Trustees.
92. The library adopts a technology plan. This plan may be developed in coordination with the library system.
93. The library adopts and adheres to a records retention schedule, such as the Records Retention Schedule for Wisconsin Public Libraries, which has been approved by the Wisconsin Public Records Board.

Funding

94. The library advocates for permanent and equitable funding for services to non-libraried users from the county (if the county is not the governing body, such as a county consolidated library) at a funding rate of 100 percent reimbursement or greater.

95. The director and library board attend annual budget hearing of the municipal governing body.

96. Library staff compensation packages are comparable with other community positions requiring similar education, preparation, and job assignments, and with other libraries from statistically similar communities.

Staffing

97. In addition to the director, key employees participate in continuing education and professional activities each year.

Programs and Services

98. The library offers outreach services, which includes collections and programs provided at other community locations, such as daycare facilities for children and adults, mental health facilities, nursing homes, prisons, jails, and schools.

Public Relations

99. The library develops good community relations by regularly communicating with elected officials, business leaders, and civic organizations. Ideas for developing good community relations include:

    - Attending municipal meetings other than when making a budget request
    - Giving presentations to community groups and organizations
    - Inviting the municipal governing body (i.e., common council) to meet in the library
    - Participating in community organizations and activities
    - Serving as a bridge to bring people from different demographics together
    - Regularly assessing community assets and needs
    - Including local leaders in library planning
    - Participating in municipal comprehensive planning

Access

100. The library's integrated library system is part of a regional shared ILS.

101. The library makes bibliographic and holdings information available via a searchable statewide interface.

Facility

102. The library allocates age and inclusion appropriate spaces including furnishings, signage, and technology.

103. The library provides signs on main community thoroughfares that indicate the direction to the library.

104. The library has humidity control features (in addition to HVAC) for enhanced protection of library materials.

105. The library has accessible public meeting space available for use by community groups.

106. The library director completes and shares a written space needs assessment with the library board at least every five years, per guidelines found in *Public Library Space Needs: A Planning Outline* or other national standards.

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Appendix A

Quantitative Standards by *Service Population*

Based on 2016 public library annual report data

**To calculate Service Population, see Appendix C*

Hours Open

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	25	30	37	40	46	50	53	58	60	63	66	67
Tier 2	29	35	40	45	50	54	58	60	63	65	67	69
Tier 3	36	42	47	52	56	58	62	65	67	69	70	71

Volumes Held per Capita (Print)

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	8	6.6	5.5	5	4	3.5	3.2	2.7	2.5	2.4	2.2	2
Tier 2	10.7	9	7.4	6.2	5.1	4.2	3.6	3.2	2.8	2.6	2.4	2.2
Tier 3	15	12.3	10.5	8.8	7.2	6	5	4.2	3.7	3.2	2.8	2.7

FTE Staff per 1,000 Service Population

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	1	0.8	0.6	0.6	0.5	0.6	0.5	0.5	0.5	0.4	0.4	0.4
Tier 2	1.3	1	0.8	0.7	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
Tier 3	1.9	1.6	1.3	1.1	1	0.8	0.8	0.7	0.7	0.6	0.6	0.6

Materials Expenditures per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	$6.56	$5.50	$4.75	$4.25	$4.00	$3.80	$3.75	$3.68	$3.56	$3.32	$3.28	$3.18
Tier 2	$9.50	$7.62	$6.43	$5.84	$5.50	$5.12	$4.88	$4.85	$4.76	$4.52	$4.25	$3.72
Tier 3	$15.00	$12.00	$10.00	$8.68	$7.76	$7.37	$7.00	$6.78	$6.41	$6.00	$5.41	$4.63

Collection Size (Print, Audio and Video) per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	11.8	8.5	6.7	5.6	4.4	3.9	3.8	4	3.8	3.3	3.1	2.3
Tier 2	18.4	13	9.3	6.8	5.8	4.7	4.4	4.3	4.3	3.7	3.4	2.8
Tier 3	20.5	15.6	12.1	9.9	8.3	7.3	6.2	5.9	5.2	4.3	3.7	3.2

Periodical Subscriptions Held per 1,000 Population (Print)

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	15.8	14.6	13.5	12.1	10.9	9.3	8	6.8	5.7	4.6	3.8	3.5
Tier 2	29.6	24	20	16.2	13.2	10.9	9.2	7.8	6.7	5.7	4.7	3.7
Tier 3	43.9	36.4	28.2	23.3	18.6	15.3	12.3	10.1	8.9	7.2	5.7	4.5

Audio Recordings Held per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	0.44	0.32	0.3	0.27	0.23	0.22	0.21	0.2	0.2	0.19	0.17	0.15
Tier 2	0.78	0.52	0.5	0.41	0.37	0.35	0.32	0.3	0.29	0.28	0.27	0.23
Tier 3	0.92	0.83	0.68	0.59	0.52	0.5	0.47	0.41	0.35	0.31	0.28	0.25

Video Recordings Held per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	1.28	0.93	0.77	0.64	0.52	0.48	0.4	0.31	0.28	0.23	0.21	0.17
Tier 2	2.39	1.33	0.93	0.71	0.58	0.5	0.42	0.36	0.34	0.33	0.31	0.26
Tier 3	2.93	2.15	1.58	1.19	0.89	0.74	0.63	0.61	0.52	0.42	0.36	0.34

Public Use Internet Computers per 1,000 Population

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	6.61	3.2	2.3	1.56	1.34	1.13	0.93	0.88	0.78	0.77	0.75	0.73
Tier 2	8.36	4.56	2.92	2.07	1.64	1.42	1.25	1.1	1.02	0.97	0.78	0.74
Tier 3	10.8	5.68	3.82	2.92	2.37	2	1.68	1.54	1.39	1.24	1.02	0.84

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Appendix B

Quantitative Standards by *Municipal Population*

Based on 2016 public library annual report data

Hours Open

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	28	40	46	50	53	56	59	61	63	64	65	66
Tier 2	31	43	48	52	55	59	61	63	64	66	67	68
Tier 3	44	50	54	58	60	63	65	67	68	69	70	71

Volumes Held per Capita (Print)

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	14.8	11.4	9.2	7.7	6.8	5.9	5	4.5	3.9	3.2	3	2.2
Tier 2	18.4	14.1	11.2	9.5	8	6.9	6.1	5.3	4.5	3.4	3.2	2.4
Tier 3	27.4	20.3	16.1	13.1	10.7	8.9	7.5	6	4.9	4.2	3.6	3.0

FTE Staff per 1,000 Municipal Population

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	1.5	1.4	1.2	1.1	0.9	0.8	0.8	0.7	0.6	0.6	0.5	0.4
Tier 2	1.8	1.7	1.5	1.3	1.2	1.1	0.9	0.8	0.8	0.7	0.6	0.5
Tier 3	2.8	2.4	2.2	1.8	1.6	1.4	1.2	1.1	0.9	0.8	0.7	0.6

Materials Expenditures per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	$11.58	$10.31	$9.17	$8.62	$7.91	$7.37	$6.29	$5.92	$5.37	$4.71	$4.06	$3.12
Tier 2	$16.34	$14.26	$12.32	$11.47	$9.81	$9.07	$7.71	$7.34	$6.42	$5.98	$4.96	$3.31
Tier 3	$24.80	$21.32	$17.41	$14.34	$13.32	$11.47	$10.75	$9.17	$8.57	$7.95	$6.12	$3.83

Collection Size (Print, Audio and Video) per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	15.3	13.2	11.1	9.2	8.2	7	6.3	5.4	4.7	3.7	3.2	2.7
Tier 2	18.8	16.1	13.6	11.1	10	8.7	7.6	6.3	5.5	4.2	3.7	3
Tier 3	26.3	22.1	17.4	15	12.6	10.8	9.1	7.2	6.6	5	4.6	3.6

Periodical Subscriptions Held per 1,000 Population (Print)

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	37.6	27.4	22.7	18.7	14.9	12.2	10.7	8.7	6.8	5.1	4.9	3.4
Tier 2	61.8	43.5	34.9	27.0	21.8	17.2	12.9	10.0	7.9	6.3	5.5	3.7
Tier 3	81.1	57.2	45.2	36.0	28.1	23.8	17.8	12.5	10.2	7.1	5.6	4.9

Audio Recordings Held per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	0.77	0.68	0.63	0.56	0.47	0.43	0.37	0.34	0.31	0.29	0.22	0.18
Tier 2	1.00	0.87	0.82	0.71	0.59	0.50	0.47	0.42	0.39	0.35	0.32	0.21
Tier 3	1.61	1.37	1.18	1.09	0.92	0.81	0.69	0.62	0.54	0.48	0.42	0.27

Video Recordings Held per Capita

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	2.14	1.49	1.18	1.03	0.67	0.63	0.58	0.52	0.36	0.29	0.25	0.16
Tier 2	2.93	2.14	1.69	1.20	1.03	0.95	0.96	0.59	0.43	0.39	0.29	0.19
Tier 3	5.16	4.00	3.55	2.72	2.19	1.79	1.38	0.95	0.82	0.43	0.39	0.31

Public Use Internet Computers per 1,000 Population

	999 and under	1,000 to 1,999	2,000 to 2,999	3,000 to 4,999	5,000 to 6,499	6,500 to 8,999	9,000 to 12,999	13,000 to 18,999	19,000 to 34,999	35,000 to 69,999	70,000 to 99,999	100,000 and over
Tier 1	6.17	4.78	3.42	3.02	2.28	1.89	1.52	1.11	0.94	0.86	0.81	0.75
Tier 2	8.92	6.04	5.11	3.78	3.10	2.34	1.88	1.52	1.29	1.19	0.91	0.86
Tier 3	13.28	9.42	7.43	5.61	4.32	3.52	3.01	2.27	1.89	1.68	1.35	0.92

Appendix C

Calculating Service Population

NOTE: Any of these methods will produce a more accurate reflection of the library's service population than the strict use of municipal population.

Use the Service Data Population

Since 2000, the service population reported in the annual Wisconsin Public Library Service Data is based on each library's share of total circulation to county residents who do not live in a library community. For example, if the ABC Public Library accounts for 20 percent of the total circulation from libraries in the county to county residents who do not live in a library municipality, then 20 percent of the county nonresident population is allocated to the ABC Public Library. This number is then added to the library's municipal population to derive an estimate of the library's total service population. This estimate should, in most cases, be a more accurate estimate of service population than estimates used in previous Service Data editions. However, libraries with significant usage by residents of other library communities and/or residents of other counties may wish to use one of the alternative methods discussed below.

Use System-wide Nonresident Usage Data

If nonresident use data is gathered on a system-wide basis in a multicounty system, an allocation of the system nonresident population can be made, based on the library's share of the total system circulation to nonresidents. This variation has the advantage of rendering county boundaries within the system invisible.

Base Estimates on Local Circulation Patterns

A library also can examine resident borrowing as a proportion of total circulation and extrapolate a rough, circulation-based estimate of its overall service population. If residents and nonresidents can be assumed to borrow material at roughly the same rate per capita, and residents account for 85 percent of the library's total circulation, then it can be said that residents also account for 85 percent of the total population. If the library's municipal population is divided by the proportion of circulation transactions that go to residents, the result will be an estimate of the library's total

service population. For example, a library with 85 percent resident circulation and a municipal population of 7,500 will have a service population of 8,824 (7,500 ÷ 0.85 = 8,824).

Add the Population of Surrounding Unserved Areas

If, through the observation of nonresident use, the staff of a municipal library is aware that a majority of residents of an adjacent town or towns use the library, it may simply add the population of the town or towns to its municipal population.

Appendix D

Library Public Relations Checklist

The following list is intended to help answer the following questions:

- Is this library welcoming?
- What is our message?
- What is our style?

1. **Accessibility**—Can people with disabilities easily use the library building and website?
2. **Brand/Identity**—Does the library have a clear and consistent image? Includes consistent use of logo, full location info including web address.
3. **Customer service**—Is the library's commitment to excellent customer service reflected in the courtesy and helpfulness shown to customers? Are there ID tags for staff? Can staff members articulate the library message? Are they encouraged to share their favorite books and other materials with users? Does front-line staff provide feedback on customer wants, complaints, compliments?
4. **Décor, decoration**—Is the library too light or too dim? Is the library clean, clutter free? Is there effective use of posters, banners, art, and other promotional tools such as screen savers?
5. **Display**—Are books and other materials displayed face out? Are there "shelf talkers?"
6. **Local ownership**—How well does the library reflect the community, including its diversity? Is there a bulletin board? Displays of local art? Are there opportunities for the users to give feedback on library service/ interact with other users? Share their comments on books?
7. **Message**—Does your library have a key message that expresses its mission? Does everyone on the staff know it? Are library policies clearly and widely communicated?

8. **Media**—Does your library have a presence in relevant media? Is someone assigned to work with the press? Does your library initiate stories, interviews and placements of public service announcements/advertising?

9. **Outreach**—Does the library have a life outside the building? Does it have a presence in the life of the community?

10. **Programming**—Does the library actively offer and promote programs and/or training sessions? How are programs promoted?

11. **Print materials**—Are there too many? Too few? What is the message? How is it communicated on…bookmarks and flyers? Letterhead and business cards? Newsletters?

12. **Signage: Internal and External**—Is the library easy to find? Is it easy to find what you are looking for? Is the library mission visible? Does signage reflect awareness of diversity?

13. **Telephone**—Does a person or a machine answer the phone? If it's a machine, does your telephone greeting help or harm your image? Is it clear? Easy to follow?

14. **Website**—Is the image/message consistent with other library communications? Does it take advantage of the unique qualities of the web? Is the website a "branch library?" Does it pass "usability testing?"

15. **Body Language**—What unspoken message is being delivered by staff?

Sample Public Relations Plan

The Somewhere Public Library
June 2018-2020

Introduction
The Somewhere Public Library has come a long way in a short time. Since moving to its current site two [2] years ago, library visitors have increased almost 300 percent and the number of cardholders has grown by 700 percent from 245 to 2,178—still only about 10 percent of the community's residents. Some residents still remember the library as a volunteer "card table" operation in the school basement. Some still drive to libraries that are bigger but farther away. The library board has set a goal of expanding its facility, either at its present site or at another location to be determined. There is a clear need and a tradition of library support among community residents and leaders. A preliminary feasibility study indicates there is

excellent potential for a ballot measure supplemented by private fundraising. Building a strong base of community awareness about what the library offers, its needs and the possibilities is key to building momentum.

Goals

- The Somewhere Public Library will enjoy a high profile in the community. It will be seen as an important and popular destination for learning and enjoyment.
- Community leaders and all residents will be aware of and use library services.
- Community leaders and residents will approve a library expansion plan and support a funding campaign.

Objectives

- The library will secure financial support for a new library.
- The number of cardholders will increase 600 percent for a total of 60 percent registration.
- The library will develop partnerships with three [3] or more new community groups.

Positioning
The Somewhere Public Library provides big city service close to home in a comfortable, welcoming atmosphere. In addition to books, it offers audio books, CDs, videos and other multimedia resources. Its "online branch" is open 24/7. Most importantly, there are professional librarians to provide expert assistance. The Somewhere Public Library is a community center for lifelong learning, literacy and enjoyment for families and people of all ages. Although bigger than it looks, the library is not as big as it needs to be. With more space, the library could offer much more. The library is a best value and deserves the community's support.

Key Message(s)

- The Somewhere Public Library provides big city service close to home.
- We're bigger than we look—but not as big as we need to be.

Key Audiences
Internal: Staff, Board, Friends, Volunteers
External: County officials and community leaders;
Community groups with influential members;
Families with children from preschool-high school; Business and professional community

Year 1—June 2018-19

Objectives

- The number of cardholders will increase by 80 percent.
- Attendance at programs will increase by 30 percent.
- Twenty influential individuals and community groups will endorse the building project.
- City officials/other key leaders will approve an expansion plan for the library and endorse a funding plan.
- The library "family" will understand and actively support the library's new communication focus.
- Local papers will carry at least three [3] feature stories.

Strategies

1. Begin a consistent, planned program of two-way communication.
    - Establish a citizens group to advocate support for a bigger library.
    - Encourage and prepare staff, board members, Friends and volunteers to deliver the library's message to library users, their families, friends, neighbors, key officials. Involve them in planning activities. Provide updates.
    - Invest in professional graphic design for formatting promotional materials, e.g. the newsletter, bookmarks. Have a consistent look and message. Publish a dynamic brochure with the emphasis on benefits, not just a listing of services. Distribute it outside the library—at meetings of community groups and other community locations.
    - Conduct a customer satisfaction survey. Use quotes in promotional materials.
    - Provide evaluation forms at all programs asking how the audience members heard about the program, its quality and suggestions for other programs.
    - Invite customer comments in the library and on the library's home page. Respond to all comments in writing and with action, when appropriate.

2. Seek a higher profile in the media.
    - Make a media plan with dates for seeking news stories in connection with special events, feature stories and editorial endorsements.
    - Place at least three [3] feature stories about services such as "databases" or homework help for kids and—what they are and what they can do for you.
    - Invite local newspapers to send a photographer for special kids events or take and submit photos.
    - Offer reporters a demonstration of how the library's databases work.
    - Seek a story comparing the library's facilities with communities of similar size.
3. Reach out to elected officials, community leaders and groups with influential members.
    - Communicate at least once a month with key officials in person and print. Provide regular updates. Offer to demonstrate the library's databases at their desk.
    - Present a state-of-the-library report to the county board and key organizations.
    - Recruit three [3] partners, including at least one [1] new partner, to cosponsor/underwrite activities for National Library Week, Library Card Sign-up Month, etc. Present six programs/host tours for county officials, members of the Chamber of Commerce and other influential groups.
4. Reach out to families.
    - Sponsor a library card sign-up drive during national Library Card Sign-up Month in September. Offer rewards for library users who recruit new card registrants.
    - Visit all day care centers, kindergarten and first grade classrooms. Provide library card registration, booklists and other promo materials for teachers and for kids to take home to parents.
    - Display photos of families holding their library cards in the library and post them on the website.
    - Sponsor a contest "Why My Family Uses the Library" and award prizes underwritten by partners.

Evaluation

- A stronger, more consistent look and message in library publications.
- Feedback from users and target audiences, customer satisfaction surveys, word of mouth.
- See objectives.

Appendix E

Technology Plan Checklist

Library Name, Location, and Date Range for the Technology Plan

Mission Statement—Provide the mission statement for the library. In most cases, the mission statement can be taken verbatim from the library's current long–range or strategic plan. Link your library's mission statement to your Technology Plan.

Plan Justification—In one or two brief paragraphs discuss the library's technology goals in conjunction to the overall mission of the library and discuss the role technology plays in the library's services.

Technology Strategic Plan—Discuss how technology will be integrated into the services provided to staff and for users. A strong plan will include goals, objectives, and strategies/activities. Goals are the broad statements regarding technology in the library and may extend beyond the lifetime of the Plan. Objectives are specific measurable activities to be undertaken to reach the goals. Strategies are the steps to be taken to meet the objective.

Technology Inventory—This section should be broken down into two sections: current technology and future technology. In the first section list current computing and telecommunication technology being used at the library. If relevant, include a breakdown by branch. The future technology piece encompasses hardware, software, telecommunications, and information technologies the library hopes to implement during the lifetime of the Plan. If necessary, the future technology section should include a discussion of upgraded electrical systems required to handle new technologies.

Budget—Includes approximate costs associated with the desired level of technology, both ongoing as well as upgrade and maintenance costs for current technology, as well as costs for intended new technologies. Also indicate from where funding will be derived. This is probably the section of the Plan most likely to require revision. Make sure mention is made of any maintenance contracts.

Evaluation—Provide an overall evaluation statement as to how the library plans to determine if the Technology Plan goals are being implemented and their degree of success. Additionally, indicate how you will know if technology is having a positive impact on staff, users, and the community, and how well technology is helping you address your overall library goals. Also indicate how often the Plan will be reviewed and updated and by whom.

Training—Provide detail on training for staff and patrons on current technology. Include information on what types of training are offered, by whom, and how often. Types of training provided could include, but is not limited to, programs on searching databases, word processing, using the catalog, etc.

Appendix F

Certification of Library Directors

Grade III

Required in municipalities with populations of fewer than 3,000
Fifty-four (54) semester credits, half of which must be in the liberal arts and sciences, and twelve (12) semester credits in :

- Basic public library administration
- Advanced public library administration
- Organization and management of collections
- Public and community services

Basic public library certification must be completed in the first year; thereafter, at least one course must be taken annually.

OR

Bachelor's Degree with a minor in library science **and** advanced public library administration course.

Grade II

Required in municipalities with populations between 3,000 and 5,999
Bachelor's Degree and twelve (12) semester credits in:

- Basic public library administration
- Advanced public library administration
- Organization and management of collections
- Public and community services

Basic public library certification must be completed in the first year; thereafter, at least one course must be taken annually.

OR

Bachelor's Degree with a minor in library science **and** advanced public library administration course.

Grade I

Required in municipalities with populations of 6,000 or more
Master's Degree in librarianship from a graduate library program accredited by the American Library Association.

Continuing Education Requirements

One hundred (100) hours of professional continuing education, at least ten (10) hours of which must be technology-related, are required every five (5) years for recertification (*regardless of grade level*).

Temporary and provisional certifications may be granted in certain situations. For more information, see the DPI *Certification Manual for Wisconsin Public Library Directors*.