

Director's Report
WVLS BOARD OF TRUSTEES MEETING
November 18, 2017

CORRESPONDENCE

A thank you card was received from Thorp Public Library Director **Julie Beloungy** to the WVLS Director and Board of Trustees for providing her a full scholarship to attend the Association of Rural and Small Libraries Conference in Utah. Julie indicated that without the scholarship she never would have been able to attend this conference.

Teresa Hall, Director of the Loyal Public Library, sent the WVLS staff a letter of thanks for putting on the WVLS Director's Retreat. She said, "...Being a first time attendee, I was excited for the opportunity. There was so much good information and reading material that I need another retreat day to read through it all. However, I left with my mind motivated to find and improve the connections to organizations within my community that may help enhance the future of our library."

Five WVLS trustees have terms set to expire at year's end: **Tom Bobrofsky** (Clark County), **Tyson Cain** and **Douglas Lay** (Marathon County), **Pat Pechura** (Oneida County), and **Eileen Grunseth** (Taylor County). Notifications were sent to the clerks in those counties in early October, and we have since received notice that the Taylor County representative, Eileen Grunseth, has been reappointed for another term.

Former Lincoln County representative to the WVLS Board of Trustees, **Norma Wehlitz**, passed away on September 27. A letter announcing that a \$100 memorial was placed in the Carol Ruth Wessler Memorial Scholarship Fund was sent to Norma's family.

PEOPLE and LIBRARIES IN THE NEWS

Inese Christman, ILS Administrator and Assistant Director, has announced her retirement. Her last day in the office will be **January 8, 2018**. Second, **Kris Adams Wendt**, Youth and Inclusive Services Consultant, has requested a reduction in hours to work approximately 4 hours a week beginning **January 3, 2018**. They are both looking forward to devoting more personal time to favorite pursuits, as well as new adventures.

Heidi O'Hare became the new director of the Tomahawk Public Library on October 2. She replaced longtime director **Mary Dunn**, who retired earlier this year.

Bruce Gay, Director of the Milwaukee County Federated Library System, has taken a job as Director of the Waukesha Public Library. The MCFLS is currently undergoing a search for a new director.

Acting Director of the Outagamie Waupaca Library System, **Bradley Shipps**, has recently been hired as Director of the system.

The **Rhineland District Library** was BadgerLink's October "Library of the Month," and featured in the Wisconsin Division for Libraries & Technology blog *WI Libraries for Everyone* on October 12. The "Library of the Month" is a celebration of Wisconsin libraries compiled by the BadgerLink team.

AWARDS AND HONORS

Steve Conway, from DeWitt Ross & Stevens, received this year's **Special Service Award** for both his special and substantial service as WLA's Government Relations Advisor since 2015. In **Kris Adams Wendt's** award presentation (Figure 1), she said "Steve has transformed our strategy, teaching us how to build relations and get our message across in a memorable and timely manner. Thanks to his guidance and hard work, WLA has significantly improved its influence in state government and achieved unprecedented success with our legislative agenda."

Kris went on to say that "Steve's only weakness, so far as we can tell, is that he at times becomes a bit overwhelmed by the torrent of acronyms used by librarians – SRLAAW, COLAND, WAPL, ILS, CCBC, WTBBL, PLSR, WILS...and so on. He teases [WLA's] Library Development and Legislation members that he needs to sit next to a translator during our meetings.

"You see before you the members of the WLA Synchronized Acronym Team (WLASAT). In honor of his stellar service to our association, LD&L decided to present Steve with his very own acronym...Steve Conway will hereby be known as WLA's G-R-A-A-P-F. It is pronounced 'GRAPH' as in 'Steve's service to WLA is so far off the charts that no graph is tall enough to hold it!'

"What does GRAAPF stand for? Government Relations Advisor and Phenomenal Friend!"



Figure 1 Kris Adams Wendt presenting the 2017 WLA Special Services Award to WLA Government Relations Advisor Steve Conway



Figure 2 Members of the WLA Synchronized Acronym Team include Kris Adams Wendt, Presenter and [from L to R]: Kathy Klager, Pauline Haass Public Library Director (Sussex); Kathy Pletcher LD&L Committee Co-Chair; Nick Dimassis, Beloit Public Library Director; Marla Sepnafski, Wisconsin Valley Library Service Director; Connie Meyer, Bridges Library System Director and LD&L Committee Co-Chair; and Sherry Machones, Northern Waters Library System Director.

WVLS PROJECTS

New! Libraries Win Website Service

WVLS Communications Coordinator Anne Hamland officially launched the Libraries Win Website Service on October 30 with the roll-out of a *Libraries Win Website Service Outline*, *Website Design: Getting Started Guide*, and *Project Requirements Task List*. To learn more about this new service, WVLS and IFLS libraries are invited to attend the [“Introduction to Libraries Win Website Services”](#) webinar on November 30 at 1 pm. Geared to libraries that either have or would like to have a WordPress website, this webinar will offer demonstrations and allow sufficient time for questions. Libraries will be encouraged to work through the *Project Requirements Task List* before contacting Hamland to draft a website.

CPL New Library - Connectivity Concerns

The new building project undertaken by **Colby Public Library** is nearing completion. CPL director, **Vicky Calmes**, is hoping to begin moving in soon and to open the doors to the public before the end of the year. We've been working with Vicky and the new building project manager, to get BadgerNet data services installed at the new site on time, but due to the massive upgrade project underway statewide right now, they are struggling even to respond to inquiries for status updates. The library is working with Charter to install Spectrum Business Cable internet services as a temporary solution. WVLS will adjust our methods of connectivity with the library to accommodate, and continue to work with the library on getting its BadgerNet services installation as soon as possible.

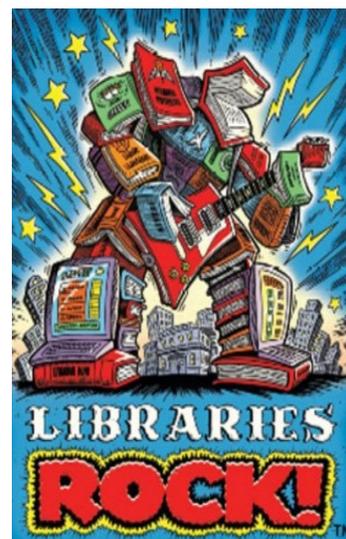
Full IT Services Integration in Full Swing

The Network Equipment Refresh and Active Directory integration project is ramping up nicely. **Chris Heitman**, working with our partners at IFLS, has completed a number of sites and has more scheduled out. The Network Equipment Refresh project has a timeline constrained by the LSTA Technology grant cycle, and needs to be completed by mid March 2018. We are on track to complete by then. This marks the beginning of the first cycle of full, unified life-cycle management of member libraries' network edge and wifi equipment across IFLS and WVLS.

2018 SLP Planning Begins!

Planning manuals and materials catalogs for the [2018 Collaborative Summer Library Program \(CLSP\)](#) have gone out to WVLS member libraries. **Next year's summer theme is “Libraries ROCK!”** Each year CSLP creates a manual based on a new slogan and artwork which includes an early literacy program, children's program, a teen program, and an adult program. One of the major benefits of membership is that only CSLP members and their partners may order the manual which includes the artwork. Each purchase of an online manual entitles the member to use it multiple times in one library building. Because every location required to create its own online account with CLSP, no part of any manual can be downloaded or used in other library buildings, even within the same system.

DPI/DLT has provided licensed access to online manuals for each library in Wisconsin, with a few flashdrive format manuals sent to each public library system for sharing among libraries where limited Internet bandwidth is an issue. Libraries that want to own their own flashdrive or paper manual will need to purchase them individually.



The manuals project was funded in part with a grant from the Institute of Museum and Library Services which administers the Library Services and Technology Act (LSTA) through the Wisconsin Department of Public Instruction Division for Libraries & Technology.

V-Cat Update

The **V-Cat Council met on November 2** and reviewed the **successful virtualization project** that was completed on Tuesday, October 31. The issue of the Web Management Reports “Cross Tabs” not working properly was reported to Innovative and the workaround video tutorial was shared with libraries on Wednesday, November 1. Innovative Interfaces, Inc. is working on a resolution to this issue since several other libraries, including libraries in the **Northern Waters Library System** ILS consortium, are experiencing this problem. WVLS ILS Administrator **Inese Christman** shared details about the **Indianhead Federated Library System’s ransomware attack**. She also **announced her retirement** from WVLS effective January 8, 2018.

The **V-Cat Cooperative Circulation Committee** met on November 2 to:

- Discuss the SRLAAW **“Best Practices for Libraries that Bill for Cross-County Use”** and the **Marathon County Address Changes for 2018**. The Committee is recommending an ongoing 1-year patron card renewal process with address verification as library cards expire.
- Continue its process of organizing the **V-Cat Sierra Circulation documentation** on the website.
- Discuss the procedure of placing **driver’s license information** in Sierra patron records. The group decided that this issue needed more study and to keep the procedure as is for the time being. Currently the driver’s license field is an optional field that libraries can elect to use if required by collection agencies/police departments to recover fines.

WVLS Digitization Project

Inese Christman met with **Indianhead Federated Library System** staff to collaborate on **Project ION** and determine best practices. Inese also attended **Recollection Wisconsin’s Digital Public Library of America (DPLA) Service Hub Steering Committee** meeting in Madison. The Committee’s charges are to develop policies and procedures for the ongoing operations of the DPLA Service Hub in Wisconsin, and to advise the Governing Board on matters of interest to the Hub and Wisconsin cultural heritage community on such matters as administration, partnerships, policies, funding and future direction.

Legislative News

The **Public Library Data and Technology Training Bill** formerly known as LRB-2650/1 has been introduced as [2017 Assembly Bill 572](#) and [2017 Senate Bill 491](#) with four WVLS area legislators as co-sponsors (**Sen. Tiffany, and Reps. Felzkowski, Mursau and Swearingen**). The Assembly bill has been assigned to the Assembly Committee on Rural Development and Mining chaired by **Rep. VanderMeer**. The Senate bill has been assigned to the Senate Education Committee chaired by **Senator Olsen**. The only WVLS area legislator on either committee is **Rep. Kulp** who is vice-chair of the Assembly committee. Members of the WLA LD&L team are expected to testify for the bill at committee hearings. The League of Municipalities has taken an official position [supporting this legislation](#).

The bill seeks no additional funding. It adds language to expand the use of the WISEdata and WISEdash information system appropriations beyond K-12 schools to include applications of potential benefit to individual public libraries and Wisconsin’s 16 regional public library systems. It also opens TEACH block grants, which are now available through the Department of Administration to small and rural schools, to their counterparts in education: small and rural libraries. DPI/DLT has assured that there is adequate capacity in both programs to include libraries without negatively impacting K-12 schools. See **Exhibit 9-b** for AB572/SB491 talking points.

WLA Conference

This year’s WLA Conference at the Kalahari Resort in the WI Dells featured several sessions in which WVLS was involved either in planning or presenting. **Anne Hamland** presented the session “Snapchat, Facebook, Twitter: Using Video to Market Library Services” on October 18. (She presented the same session as a webinar to WVLS and Nicolet Federated Libraries on October 25. You can find a slightly choppy [recording and slides](#) on the NFLS website.) **Kris Adams Went** provided assistance with two sessions “It’s All About the Pens!...and Relationships” and “Simple, Effective Ways to Create a Partnership with Your Local Workforce Development Centers.” **Marla Sepnafski** participated on a panel with **John Thompson** (IFLS Director), **Walter Burkhalter** (Fontana Public Library

Director) and **John DeBacher** (DPI, Director of Public Library Development) that briefed participants on the charge and activities of the Public Library System Redesign (PLSR) Chapter 43 Workgroup. WVLS Trustees **Jim Backus** and **Douglas Lay**, are active members of the **Wisconsin Library Trustees & Friends**, which planned sessions on “Bored with Boards?: Making Your Board More Effective and Organized”, “Free is Key – Community, Access and the Public Good”, “Pulling Off a Great Fundraiser”, and “Bridging the Divide and Speaking Truth to Power”.

GRANT UPDATE

Collaboration, Real World Benefit, Cool-Fun-Awesomeness!

Though the non-competitive 2017 LSTA Outcomes Measurement Support (OMS) grants were withdrawn earlier this year, preparations have begun for a partnership with **the E.U. Demmer Memorial Library** (Three Lakes) along with the **Three Lakes Jr/Sr High School's "Fab Lab"** and Engineering Club. An initial discussion including Library Director **Erica Brewster** and Fab Lab Director **Dr. Steven Yahr** was positive. We discussed the feasibility of the school's engineering club students utilizing their developing skill sets to solve a real-world need. We will be presenting a business case to the club for refactoring the **Lakeshores Library System** (LLS) people-counter prototype, shared with us by **Jim Novy** of LLS. Our hope is that the club can leverage the current prototype as a point of reference in designing a high-quality, aesthetically-pleasing enclosure which can be produced en-mass by a third party 3D printing company at low cost. A secondary goal is for the club to refactor the configuration of electronics themselves, to increase cost efficiency and production quality. We predict we will still be able to produce the door-monitoring "people counters" originally planned under the LSTA OMS grant within funds remaining in the LSTA Library Systems Technology grant and local funds already intended to support the project.

CONTINUING EDUCATION & TRAINING OPPORTUNITIES

- **2018 Wild Wisconsin Winter Web Conference** – Wednesday, January 25-Friday, January 27 (**Exhibit 9-c**)
- **2018 Library Legislative Day** – Tuesday, February 20, Madison Concourse Hotel (**Exhibit 9-d**)

UPCOMING EVENTS

- November 1 – **“Graphic Design for Libraries – Part I”** NFLS/WVLS webinar (Hamland)
- November 2 – WVLS V-Cat Council meeting; WVLS office (Christman, Klingbeil, Mroczenski)
- November – WVLS V-Cat Cooperative Circ meeting; WVLS office (Christman, Mroczenski)
- November 3 – **“Promoting Your Collection: Merchandising and More”** webinar - fifth in a 5-part collection development webinar series – sponsored by WVLS and 10 other public library systems (Hamland)
- November 7 – WiLS 2017 Regional Meeting; Portage County Public Library, Stevens Point
- November 8 – PLSR Human Resources Subcommittee GoToMeeting (Hildebrand)
- November 8 – PLSR Steering Committee conference call with system directors (Sepnafski)
- November 9 – PLSR Steering Committee meeting; Portage County Public Library, Stevens Point (Sepnafski)
- November 14 – **“A to Zion”- WVLS ARSL Conference webinar with WVLS scholarship winners** (Hamland)
- November 15 - **“Graphic Design for Libraries – Part II”** NFLS/WVLS webinar (Hamland)
- November 16 – WPLC Steering Committee online meeting (Christman)
- November 16 – New Director Orientation; Tomahawk Public Library (Hafemeister, Sepnafski)
- November 18 – **WVLS Board of Trustees meeting** (Sepnafski, Christman, Klingbeil, Wendt, Hildebrand, Hamland)
- November 23 – Thanksgiving Day; WVLS holiday; office closed
- November 24 – WVLS holiday; office closed

- November 29 – PLSR Funding and Cost Standards Subcommittee GoToMeeting (Klingbeil)
- November 29 – Oneida County Library Board meeting; Rhinelander (Wendt)
- November 30 – LSTA Advisory Committee meeting; DeForest (Christman)
- November 30 – **WVLS/IFLS webinar “Libraries WIN Website Service Overview”** (Hamland)
- December 5 – **WVLS Listening Session; Merrill** (Sepnafski, Christman, Klingbeil, Wendt)
- December 8 – WLA Library Development and Legislation Committee meeting; Madison (Wendt)
- December 12 – **“WVLS Annual Youth Services”** workshop; Marathon County Public Library (Wendt, Hamland)
- December 13 – PLSR Steering Committee conference call with system directors (Sepnafski)
- December 21 – WVLS Staff meeting; office to close at 1:00 pm
- December 25 – WVLS Holiday; office closed
- December 26 – WVLS Holiday; office closed
- January 1 – WVLS Holiday; office closed
- January 10 - PLSR Steering Committee conference call with system directors (Sepnafski)
- January 20 – WVLS Board of Trustees meeting (Sepnafski, Klingbeil, Hildebrand, Wendt, Hamland)
- January 22 – Forest County Library Board meeting (Wendt)
- January 23-25– 2018 Wild Wisconsin Winter Web Conference (Sepnafski)

Happy Thanksgiving!

Marla