

NOTICE

Milwaukee County  
Federated Library System  
Board of Trustees

Monday, May 20<sup>th</sup>, 2019

9:00 A.M.

This meeting will be conducted in a  
meeting room of the  
Greendale Public Library  
5647 Broad Street  
Greendale, WI 53129

AGENDA

1. Call to order
2. Adoption of agenda
3. Approval of minutes: the MCFLS Board of Trustees meeting on Monday, April 15<sup>th</sup>, 2019

Action [Attachment A](#)

4. Public comment
5. Library Directors Advisory Council—Report of the April 18<sup>th</sup> LDAC Meeting

Action [Attachment B](#)

Please note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aides.

Board of Trustees—Administrative reports requiring action

- |  |        |                              |
|--|--------|------------------------------|
| 6. Financial Report—April 2019   | Action | <a href="#">Attachment C</a> |
| 7. MCFLS Mission and Vision Statements   | Action | <a href="#">Attachment D</a> |
| 8. MCFLS 2020-2024 Strategic Plan  | Action | <a href="#">Attachment E</a> |
| 9. 2020 County Budget Request  | Action | <a href="#">Attachment F</a> |
| 10. Proposal to Upgrade Encore Catalog Server Hardware   | Action | Distributed at Meeting       |
| 11. Update on MCFLS Trustee County Supervisor Position<br>Proposed Revision to MCFLS Board Meeting Dates | Action | <a href="#">Attachment G</a> |

Administrative Informational Items

- |   |                              |
|---|------------------------------|
| 12. Update on hoopla costs and new data | <a href="#">Attachment H</a> |
| 13. Director's Report                   | <a href="#">Attachment I</a> |

Next tentative meeting date: June 17<sup>th</sup>, 2019, 3:00 p.m., Greenfield Public Library,  
5310 West Layton Avenue, Greenfield, WI 53220.

Milwaukee County Federated Library System  
Board of Trustees

Regular Monthly Meeting held Monday, April 15, 2019  
Rare Books Room, Milwaukee Public Library-Central Branch  
814 W. Wisconsin Avenue  
Milwaukee, WI 53233

ROLL CALL

Present: Paul Ziehler, President  
Paula Pennebaker, Vice President  
Nik Kovac, Treasurer  
Kurt Glaisner, Trustee  
Guy Johnson, Trustee  
Elizabeth Suelzer, Trustee

Staff: Steve Hesel, Director  
Judy Kaniasty, Business Manager

Others: Susan Draeger-Anderson, LDAC Chair and North Shore Library  
Paula Kiely, Milwaukee Public Library  
Judy Pinger, Milwaukee Public Library

CALL TO ORDER. President Ziehler called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees to order at 9:07 a.m. Paula Kiely welcomed the MCFLS Board to the Rare Books Room and provided a historical overview of the room and contents.

ADOPTION OF AGENDA. President Ziehler referred to the agenda. Vice President Pennebaker moved and Treasurer Kovac seconded a motion to adopt the agenda as distributed. Unanimously approved.

APPROVAL OF MINUTES. President Ziehler referred to the minutes of the Monday, March 18, 2019 meeting which are shown as Attachment A of the agenda packet. Trustee Glaisner pointed out a typo on P. 1, last paragraph, under LIBRARY DIRECTORS ADVISORY COUNCIL, third line, the word raided should be raised. Treasurer Kovac moved and Trustee Suelzer seconded a motion to approve the minutes as amended. Unanimously approved.

PUBLIC COMMENT. None.

BOARD OF TRUSTEES – ADMINISTRATIVE REPORTS REQUIRING ACTION.

Financial Report – March 2019. President Ziehler referred to the March, 2019 financial report, which is shown as Attachment B of the agenda packet. Director Hesel noted that the Sierra server upgrade project will come in under budget and responded to a question regarding why line 53 is overspent—because the CFRA MarketScope Advisor Academic database was approved after the budget was approved and that line will be adjusted when the mid-year budget revision occurs. Line 86 funds for

Hoopla and OverDrive is projected to be spent in May. Trustee Glaisner moved and Treasurer Kovac seconded a motion to approve the March, 2019 financial report as presented. Unanimously approved.

Updated Resolution to Participate in the Wisconsin Public Employers Group Health Insurance Program. Director Hesper reported that notification from the health insurance provider requires an updated resolution which allows MCFLS to provide its current health insurance benefit to staff is explained in Attachment C of the agenda packet. Nothing has changed regarding the plan and this is administrative in nature only. Vice President Pennebaker moved and Trustee Glaisner seconded a motion to approve the resolution as required. Unanimously approved.

MCFLS Board Meeting Dates and Times. Director Hesper distributed a handout which reflects the responses he received from the current board members regarding their availability to consider a change in monthly meeting dates and times, which is shown as Exhibit 1 attached to these minutes. It is hoped that the final MCFLS board member will be appointed soon and seeking a different day/time for monthly meetings would assist a potential candidate with a busy schedule. It was suggested by Director Hesper that a change will not be made until the new board appointment is approved. It was agreeable that a Monday afternoon at 3 p.m. could work.

#### ADMINISTRATIVE INFORMATIONAL ITEMS.

MCFLS Strategic Planning 2020-2024. Director Hesper referred to Attachment D of the agenda packet which is the draft outline of the strategic plan that has been discussed by staff along with Bruce and Melissa from WILS and he continues to seek input from the MCFLS Board and LDAC. The MCFLS staff has also met recently to discuss timeline and contingencies to complete tasks. The question arose by Trustee Johnson whether there is too much in this plan for the number of MCFLS staff members and Director Hesper noted that a couple of the member library directors have also asked the same question. Director Hesper responded that he feels ranking the directions in order of importance and that gaining extra assistance in the marketing/advocacy area could come from a committee and an intern or consultant first to gauge the direction and need desired/required to get to final results. President Ziehler asked that another month be taken to determine the additional type of support required and financial impact that would have. Trustee Suelzer confirmed that strategic plan direction could then impact upcoming negotiations for contracts that expire at the end of the year and Director Hesper replied that was true. Treasurer Kovac commented that it would be wise to discuss reciprocal borrowing payments and how State Aid is spent and Trustee Suelzer added that funding of the Resource Agreement should also be discussed since State Aid funds both contracts.

Review of MCFLS Mission; Creation of MCFLS Vision Statement. Discussion ensued regarding the existing MCFLS Mission Statement and three alternate proposals as well as examples of current library system mission statements shown as Attachment E of the agenda packet. As to the mission statement, draft C was favored by the MCFLS Board. As to vision statement, none was preferred and it was agreed that the Board would give this matter some thought and consideration and Director Hesper was directed to ask Bruce Smith for some insight and that this topic would be discussed next month.

Director's Report. Director Hesper reviewed his report, which is shown as Attachment F of the agenda packet. Director Hesper referred to the Hoopla expenditures shown as Exhibit 2 attached to these minutes, which, if they continue at the current pace, will be over budget tremendously. More patrons are becoming aware of the highly desirable electronic resource. Director Hesper noted that the LDAC will

be discussing this matter on Thursday and what options to be considered to keep within budget and he will report back at next month's meeting.

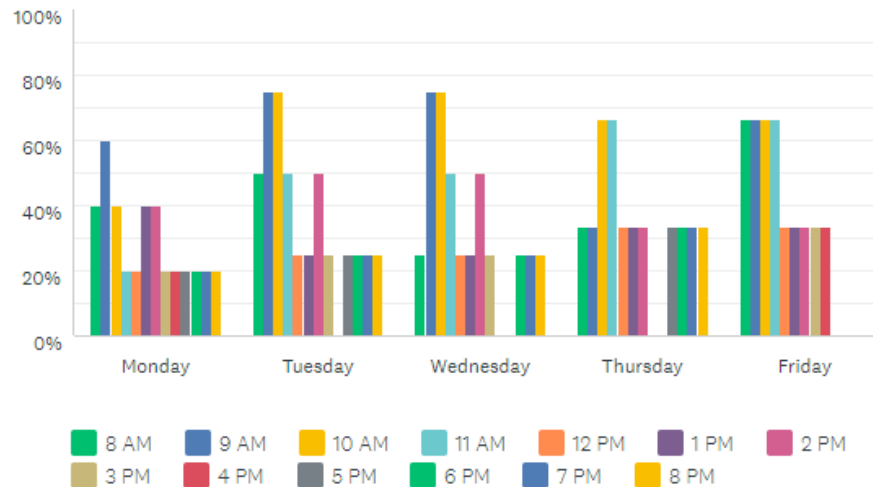
NEXT MEETING. Scheduled for Monday, May 20, 2019 beginning at 9:00 a.m. at the Greendale Public Library, 5647 Broad Street, Greendale, WI 53129 in the lower level community room.

ADJOURNMENT. With no further business to be addressed, Treasurer Kovac moved and Trustee Suelzer seconded a motion to adjourn the meeting at 10:45 a.m. Unanimously approved. President Ziehler thanked Milwaukee Public Library for hosting the meeting.

## MCFLS Board Meeting Dates/Times Survey

Please choose the best dates and times during the week that work with your current schedule.

Answered: 5 Skipped: 0



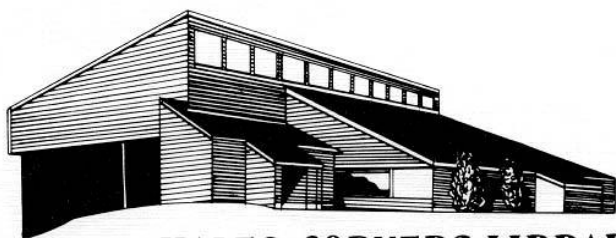
	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM
Monday	40.00% 2	60.00% 3	40.00% 2	20.00% 1	20.00% 1	40.00% 2	40.00% 2	20.00% 1	20.00% 1	20.00% 1	20.00% 1	20.00% 1	20.00% 1
Tuesday	50.00% 2	75.00% 3	75.00% 3	50.00% 2	25.00% 1	25.00% 1	50.00% 2	25.00% 1	0.00% 0	25.00% 1	25.00% 1	25.00% 1	25.00% 1
Wednesday	25.00% 1	75.00% 3	75.00% 3	50.00% 2	25.00% 1	25.00% 1	50.00% 2	25.00% 1	0.00% 0	0.00% 0	25.00% 1	25.00% 1	25.00% 1
Thursday	33.33% 1	33.33% 1	66.67% 2	66.67% 2	33.33% 1	33.33% 1	33.33% 1	0.00% 0	0.00% 0	33.33% 1	33.33% 1	33.33% 1	33.33% 1
Friday	66.67% 2	66.67% 2	66.67% 2	66.67% 2	33.33% 1	33.33% 1	33.33% 1	33.33% 1	33.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0

2018/19 Hoopla Expenditures

	2018	2019	+/-
January	\$ 10,151.71	\$ 16,533.79	+63%
February	\$ 9,126.62	\$ 14,568.92	+60%
March	\$ 10,717.94	\$ 15,831.57	+48%
April	\$ 10,588.52		
May	\$ 10,790.59		
June	\$ 11,943.00		
July	\$ 12,002.00		
August	\$ 12,507.38		
September	\$ 12,019.09		
October	\$ 13,655.62		
November	\$ 13,322.07		
December	\$ 13,413.03		
Total	\$ 142,255.57		

Hoopla Budget 2018: \$140,000

Hoopla Budget 2019: \$160,000



## HALES CORNERS LIBRARY

5885 South 116th Street **W.BEN HUNT CENTER** Hales Corners WI 53130

Telephone (414) 529-6150

May 20, 2019

**To: MCFLS Board of Trustees**  
**From: Patricia Laughlin, Director**  
**Hales Corners Library**  
**Re: Summary of LDAC Meeting, April 18, 2019**  
**Location: Hales Corners Library**

### Summary:

**MCFLS Strategic Planning 2020-2024:** Steve reported on the feedback he's received from library directors and MCFLS trustees on the draft of the Strategic Planning document. Comments included the discussions, comments and questions were accurately represented. Steve noted that the strategic plan document is about twice as long as the previous plan. There was a brief discussion about reciprocal borrowing payments and how those funds could be used for other services. There was consensus that, so many new directors and the trend towards using digital resources, it was time to tackle the reciprocal borrowing payments issue.

**CountyCat Mobile:** Jen reported on the research into replacing the current CountyCat Mobile, what features would be desirable to keep and where there is need. The current contract expires in October 2019. Directors are interested in having a demo of the proposed replacement, Communico.

**hoopla quarterly review:** Use continues to increase. How to control the price point, with little or no patron impact, was discussed. A decision will need to be made in June for the rest of 2019. WPLC OverDrive is a product with flaws and doesn't work as well as hoopla. Directors asked for more information; Steve will provide.

**Collection HQ – long term plans:** Steve reviewed contract options and costs. MCFLS covers the cost of this product for member libraries. The question to directors was how long to use the product. A one-year contract with renewal for a second year seemed to be the consensus. Training is planned for next week. Collection HQ is used extensively for weeding but directors asked for training or having experienced staff share how to use the product for developing collections, anticipating trends.

**UWM-SOIS:** Paula Kiely joined the meeting and discussion on this item. Discussion included concerns with the academic teaching for public librarians. Online classes do not prepare individuals for the public library environment of working one-on-one, face-to-face with the public. Graduates applying for career jobs have poor job skills, resumes and applications reflect this, and many applying for jobs have no experience working in a public library or relevant work experience, making it difficult to fill full-time and part-time positions. Recruiting library school students for intern positions is frustrating, with almost no responses. Having the UWM-SOIS professors recommend to their students to apply for intern positions and get work experience prior to graduation would be helpful.



**Use of OverDrive with fines over \$5:** Directors were asked at the March meeting to review this matter with their library boards. Several libraries reported variations on the policy issues: all fines paid at time of library card renewal, open access with fines over \$5 for all electronic resources, open access with fines over \$5 for all electronic resources except hoopla. MPL uses a payment plan that is developed on a case-by-case basis in branch libraries. Discussion included a goal of having consistency before the start of the school year.

**Phenol free receipt paper:** Decision was made to change to phenol-free receipt paper. Vote was unanimous.

**Discussion topic: statistical reporting to local library board:** Due to the time, this topic was carried over to the next meeting.

**Additional business:**

- Cybersecurity – training: Steve reported training would be in May or June
- Marketing plan: Steve is working on a marketing plan and in collaboration with neighboring systems. Implementation will start in the Fall.
- Shorewood Director asked if other libraries have a process for staff input for director evaluation and other department heads.

M.C.F.L.S.  
Financial Report  
For the Four Months Ending April 30, 2019

MCFLS Board - May 2019  
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1		<u>Annual Budget</u>	<u>Year to Date</u>	<u>%</u>	<u>Balance</u>	<u>%</u>
2						
3	<b><u>General Revenues</u></b>					
4	State Aid Revenue	\$ 2,855,317	\$ 2,141,488	(75.00)	\$ 713,829	(25.00)
5	Milwaukee County Allocation	\$ 66,650	\$ 33,325	(50.00)	\$ 33,325	(50.00)
6	West Milwaukee Contract -Other	\$ 49,877	\$ 49,877	(100.00)	\$ -	0.00
7	Interest on Invested Funds	\$ 2,000	\$ -	0.00	\$ 2,000	(100.00)
8	Member Forms/Supplies Revenue	\$ 25,000	\$ 8,902	(35.61)	\$ 16,098	(64.39)
9	Member Postage Revenue	\$ 25,000	\$ 7,022	(28.09)	\$ 17,978	(71.91)
10	Member OCLC Revenue	\$ 116,297	\$ 56,412	(48.51)	\$ 59,885	(51.49)
11	Member Telecomm. Revenue	\$ 16,800	\$ 13,200	(78.57)	\$ 3,600	(21.43)
12	Member III Softwre Maint-Basic	\$ 200,838	\$ 79,818	(39.74)	\$ 121,020	(60.26)
13	Member III Softwre Maint-Other	\$ 45,473	\$ 18,297	(40.24)	\$ 27,176	(59.76)
14	Member Tech. Assist.-Time Rev.	\$ 15,000	\$ 4,364	(29.09)	\$ 10,636	(70.91)
15	Member Special Projects Revenu	\$ 80,000	\$ 14,455	(18.07)	\$ 65,545	(81.93)
16	Member Cataloging Contract Rev	\$ 149,846	\$ 78,265	(52.23)	\$ 71,581	(47.77)
17	Member Database Revenue	\$ 72,336	\$ 28,069	(38.80)	\$ 44,267	(61.20)
18	Member Catalog Enhancement Rev	\$ 25,627	\$ 9,622	(37.55)	\$ 16,005	(62.45)
19	Member Ecommerce Transaction	\$ 9,000	\$ 3,018	(33.53)	\$ 5,982	(66.47)
20	TNS Calls/Notices Revenue	\$ 3,000	\$ 490	(16.33)	\$ 2,510	(83.67)
21	Carryover Revenue	\$ 35,000	\$ -	0.00	\$ 35,000	(100.00)
22	Staff Benefits/Co-Pay Revenue	\$ 35,804	\$ 11,195	(31.27)	\$ 24,609	(68.73)
23	Member Digital Content Rev	\$ 216,732	\$ 87,371	(40.31)	\$ 129,361	(59.69)
24	Member PC Mngmt License Rev	\$ 2,545	\$ 644	(25.30)	\$ 1,901	(74.70)
25	Member MKE Mixers Rev	\$ 1,400	\$ -	0.00	\$ 1,400	(100.00)
26	<b><u>Total General Revenues</u></b>	\$ 4,049,542	\$ 2,645,834	(65.34)	\$ 1,403,708	(34.66)
27						
28	<b><u>Special Revenues</u></b>					
29	W. Milwaukee Borrowing Revene	\$ 52,916	\$ 52,916	(100.00)	\$ -	0.00
30	Ecommerce Revenue	\$ 200,000	\$ 89,120	(44.56)	\$ 110,880	(55.44)
31	<b><u>Total Special Revenues</u></b>	\$ 252,916	\$ 142,036	(56.16)	\$ 110,880	(43.84)
32						
33	<b><u>Total Revenues</u></b>	\$ 4,302,458	\$ 2,787,870	(64.80)	\$ 1,514,588	(35.20)
34						
35		<u>Annual Budget</u>	<u>Year to Date</u>	<u>%</u>	<u>Balance</u>	<u>%</u>
36						
37	<b><u>General Expenditures</u></b>					
38	Fringe Benefits Expense	\$ 179,610	\$ 62,100	34.57	\$ 117,510	65.43
39	Salaries Expense	\$ 374,158	\$ 114,843	30.69	\$ 259,315	69.31
40	Telephone Renewal Expense	\$ 1,000	\$ 151	15.10	\$ 849	84.90
41	Member Ecommerce Transaction E	\$ 9,000	\$ 2,738	30.42	\$ 6,262	69.58
42	TNS Calls/Notices Expense	\$ 3,000	\$ 302	10.07	\$ 2,698	89.93
43	Mileage/Auto Maint Expense	\$ 700	\$ 125	17.86	\$ 575	82.14
44	Conference/Training Expense	\$ 8,000	\$ 2,466	30.83	\$ 5,534	69.18
45	Memberships Expense	\$ 6,000	\$ 3,775	62.92	\$ 2,225	37.08
46	Continuing Education Expense	\$ 8,750	\$ 6,561	74.98	\$ 2,189	25.02
47	Office Supplies Expense	\$ 1,000	\$ 233	23.30	\$ 767	76.70
48	Copy Machine Maint. Expense	\$ 1,200	\$ 748	62.33	\$ 452	37.67
49	MCFLS Printing Expense	\$ 500	\$ -	0.00	\$ 500	100.00
50	MCFLS Printing for Mem Expense	\$ 5,000	\$ 1,680	33.60	\$ 3,320	66.40
51	MCFLS WI Pub Lib Consortium Ex	\$ 5,605	\$ 5,605	100.00	\$ -	0.00
52	MCFLS Buying Pool	\$ 110,000	\$ 40,000	36.36	\$ 70,000	63.64

M.C.F.L.S.  
Financial Report  
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53	MCFLS Database Expense	\$ 20,700	\$ 27,450	132.61	\$ (6,750)	(32.61)
54	Member Database Expense	\$ 72,336	\$ 63,877	88.31	\$ 8,459	11.69
55	MCFLS Catalog Enhancement Expe	\$ 65,674	\$ 30,000	45.68	\$ 35,674	54.32
56	Member Catalog Enhancement Exp	\$ 25,627	\$ 23,627	92.20	\$ 2,000	7.80
57	MCFLS Postage Expense	\$ 600	\$ 75	12.50	\$ 525	87.50
58	Member Postage Expense	\$ 25,000	\$ 12,225	48.90	\$ 12,775	51.10
59	Member Forms/Supplies Expense	\$ 25,000	\$ 1,785	7.14	\$ 23,215	92.86
60	Telephone Expense	\$ 5,000	\$ 985	19.70	\$ 4,015	80.30
61	Meetings Expense	\$ 500	\$ 197	39.40	\$ 303	60.60
62	Insurance Expense	\$ 11,500	\$ 8,035	69.87	\$ 3,465	30.13
63	Legal Expense	\$ 500	\$ -	0.00	\$ 500	100.00
64	Audit Expense	\$ 12,250	\$ -	0.00	\$ 12,250	100.00
65	Payroll Service Expense	\$ 4,200	\$ 1,263	30.07	\$ 2,937	69.93
66	III Software Support Expense	\$ 246,311	\$ 123,200	50.02	\$ 123,111	49.98
67	III TNS Subscr Exp	\$ 12,224	\$ 12,224	100.00	\$ -	0.00
68	Member Telecomm. Expense	\$ 16,800	\$ -	0.00	\$ 16,800	100.00
69	MCFLS Telecomm. Maint. Expense	\$ 10,000	\$ -	0.00	\$ 10,000	100.00
70	OCLC Expense	\$ 130,165	\$ 125,000	96.03	\$ 5,165	3.97
71	MCFLS Computer Room Equipment	\$ 5,000	\$ 4,981	99.62	\$ 19	0.38
72	MCFLS Software Expense	\$ 2,500	\$ 515	20.60	\$ 1,985	79.40
73	MCFLS Equipment Expense	\$ 12,000	\$ 1,889	15.74	\$ 10,111	84.26
74	Member Special Projects Expens	\$ 80,000	\$ 25,146	31.43	\$ 54,854	68.57
75	Sorting and Delivery Expense	\$ 291,700	\$ 68,207	23.38	\$ 223,493	76.62
76	South Central Delivery Expense	\$ 21,697	\$ 10,849	50.00	\$ 10,848	50.00
77	Auto Payment/Maintenance Exp.	\$ 1,000	\$ 31	3.10	\$ 969	96.90
78	MPL Resource Contract Expense	\$ 185,596	\$ 46,399	25.00	\$ 139,197	75.00
79	MPL Rent Lease Contract Exp.	\$ 129,815	\$ 32,454	25.00	\$ 97,361	75.00
80	ILS Expense	\$ 37,000	\$ 9,113	24.63	\$ 27,887	75.37
81	MCFLS Catalog Cont Exp to MPL	\$ 285,532	\$ 71,383	25.00	\$ 214,149	75.00
82	Member Catalog Contract Exp.	\$ 149,846	\$ 37,462	25.00	\$ 112,384	75.00
83	MCFLS Collection Dev Tool Exp	\$ 28,000	\$ -	0.00	\$ 28,000	100.00
84	Internet Expense	\$ 20,500	\$ 2,710	13.22	\$ 17,790	86.78
85	Contingency Expense	\$ 29,029	\$ 13,232	45.58	\$ 15,797	54.42
86	Member Digital Content Exp	\$ 216,732	\$ 168,869	77.92	\$ 47,863	22.08
87	Marketing	\$ 10,000	\$ 331	3.31	\$ 9,669	96.69
88	MCFLS Strategic Planning Exp	\$ 4,800	\$ 1,366	28.46	\$ 3,434	71.54
89	Cooperative Purchasing Sub Exp	\$ 3,000	\$ -	0.00	\$ 3,000	100.00
90	Member PC Mngmt License Ex	\$ 1,875	\$ -	0.00	\$ 1,875	100.00
91	Member MKE Mixer Exp	\$ 1,400	\$ -	0.00	\$ 1,400	100.00
92	<b>Total General Expenditures</b>	\$ 2,914,932	\$ 1,166,207	40.01	\$ 1,748,725	59.99
93						
94	<b>Special Expenditures</b>					
95	W. Milwaukee Borrowing Expense	\$ 52,916	\$ 52,915	100.00	\$ 1	0.00
96	RB - MCFLS Payment Expense	\$ 1,034,610	\$ 1,034,609	100.00	\$ 1	0.00
97	Ecommerce Expense	\$ 200,000	\$ 89,120	44.56	\$ 110,880	55.44
98	Sierra Server Implementation	\$ 100,000	\$ 50,649	50.65	\$ 49,351	49.35
99	<b>Total Special Expenditures</b>	\$ 1,387,526	\$ 1,227,293	88.45	\$ 160,233	11.55
100						
101	<b>Total Expenditures</b>	\$ 4,302,458	\$ 2,393,500	55.63	\$ 1,908,958	44.37
102						
103	<b>Revenues/Expenditures +/-</b>		\$ 394,370			

## Proposed Changes to MCFLS Mission and Vision Statements

### Existing Mission Statement

"The mission of the Milwaukee County Federated Library System (MCFLS) shall be to assume a leadership role in facilitating cooperation among its member libraries, improving access to and encouraging sharing of resources, promoting the most effective use of local, county, state and federal funds and assisting member libraries in the utilization of current and evolving technologies to provide the highest possible level of library service to all residents of Milwaukee County."

### Proposed Mission Statements based on Feedback

#### Draft A

"The mission of the Milwaukee County Federated Library System (MCFLS) shall be to assume a leadership role in facilitating cooperation among its member libraries, improving access to and encouraging sharing of resources, adopting cost-effective solutions, promoting current and evolving technologies and advocating for its member libraries at the local, county and state level to provide the highest possible level of library service to all residents of Milwaukee County."

#### Draft B

"The mission of the Milwaukee County Federated Library System (MCFLS) shall be to assume a leadership role in guiding member libraries forward to meet the changing needs of all Milwaukee County residents".

#### Draft C (Bruce Smith)

"MCFLS provides collaborative leadership, advocacy, and support for high-quality resources and services to empower the capabilities and capacities of member libraries to deliver responsive and innovative library services to all residents of Milwaukee County."

## Examples of Current Library System Mission Statements

IFLS: To inspire and facilitate library success by providing member libraries with the tools to serve, empower and lead their communities.

MOBIUS: MOBIUS is a vibrant, collaborative partnership of libraries providing access to shared information resources, services and expertise.

Nicolet: NFLS provides member libraries cost effective and efficient access to resources, support, and expertise, resulting in vibrant community resources that better serve their patrons.

Northern Waters: The mission of Northern Waters Library Service is to provide access to quality public library services through its member libraries.

OWLS: The mission of the Outagamie Waupaca Library System is to enable access to effective library service for all area residents by coordinating resource sharing, by providing appropriate services and programs, by developing new technologies, and by promoting desirable models for governance and funding.

South Central: The mission of the South Central Library System is to help its member libraries provide the best possible service to the public.

Winding Rivers: To promote, plan for, and facilitate library development and cooperation in the seven-county area.

Wisconsin Valley: The purpose of the Wisconsin Valley Library Service (WVLS) is to facilitate cooperation among its member libraries by encouraging statewide resource sharing, promoting cost-effective use of available funds, and assisting member libraries in implementing and utilizing current and evolving technologies to ensure the ultimate level of library service to residents throughout its seven county system area.

## Proposed MCFLS Vision Statement

Steve

"MCFLS will work together with member libraries to provide inspired and exceptional library experiences for all Milwaukee County residents."

Bruce

"As indispensable resources and vital partners, MCFLS and member libraries working together provide access to a seamless network of information, exceptional library experiences, and life-inspiring opportunities."

Examples of current system vision statements:

IFLS: We envision a network of amazing libraries. IFLS staff and our partner libraries collaborate to provide outstanding, engaged and inclusive services that contribute to informed, connected and literate communities.

Nicolet: Nicolet will be a visionary, adaptable, and member-focused organization that facilitates and encourages networking, partnerships and delivering state-of-the-art services to enhance the potential of member libraries.

Northern Waters: Residents of and visitors to the Northern Waters Library Service area have convenient access to quality library services that enrich the communities of Northern Wisconsin.

RAILS (Illinois): RAILS is a leader, innovator, and partner in anticipating and meeting the needs of all member libraries.

South Central: SCLS embraces challenges and opportunities to provide innovative solutions that empower our member libraries.



# Strategic Plan 2020-2024

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## INTRODUCTION

The Milwaukee County Federated Library System was founded in the early 1970s and has grown throughout the years to meet the unique needs of member libraries. In the 1970s the idea of using a mobile device to access an online library catalog of nearly 5 million items would have been unheard of, but today it's the norm. This is just one example of how patron and library expectations have evolved and why strategic planning is so important.

The recently completed Public Library System Redesign (PLSR) process has demonstrated that, now more than ever, library systems need a plan to stay relevant and respond to evolving technological and social conditions to meet the needs of member libraries and their communities. MCFLS has tremendous opportunities right now to leverage resources for member libraries through connection, collaboration and advocacy across the state.

This strategic plan is the result of many hours of contemplation, reflection and discussion to determine how MCFLS can best serve our members in the most efficient and effective ways possible given our current environment. I want to personally thank the MCFLS staff, our trustees and member library directors for the substantial time and effort in helping put this plan together.

This plan provides us with a roadmap for the next five years, but MCFLS will need to remain responsive and innovative to meet the needs of our libraries even with this plan in place. The 2019 ALA theme for National Library Week was Libraries = Strong Communities. Our obligation at MCFLS is to help create and sustain the environment where our libraries and communities throughout Milwaukee County may thrive and continue to grow stronger. With this strategic plan to guide us, MCFLS will continue to connect and evolve to the benefit of our libraries and patrons.

Steve Heser, MCFLS Director

## OVERVIEW

This plan was developed over six months and is a result of a collaborative effort of Milwaukee County Federated Library System member libraries, board and staff. MCFLS thanks all of the library directors, MCFLS board trustees and system staff for their time, effort and thought to help us create the MCFLS Strategic Plan. The input and feedback from all was invaluable.

In September 2018, MCFLS hired WiLS (Wisconsin Library Services) to develop and facilitate a system strategic planning process. The process, started in November of the same year, relied on a System assessment of the last plan, survey data, and information gathered at a full day in-person meeting with member library directors, trustees, and system staff.

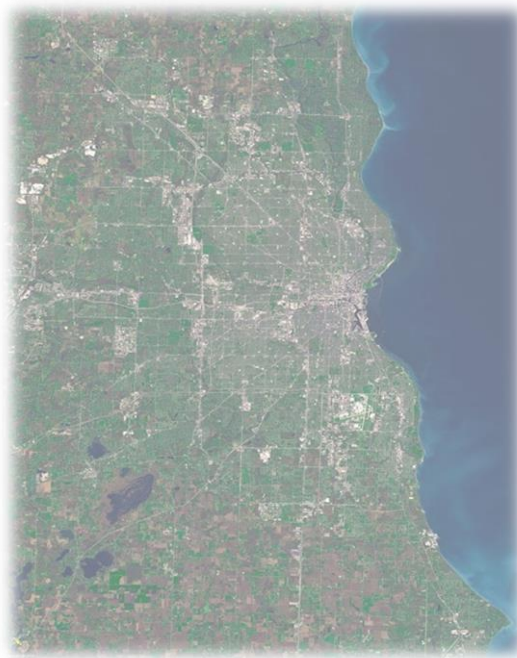
The first survey, administered to MCFLS libraries from November 26 to December 7, helped identify needs and priorities of member libraries. 14 libraries responded to this survey. The second survey gathered information and helped gain understanding of the impacts of last system plan and where the system can and should help libraries achieve their service priorities. This survey was administered to system staff and trustees and member library directors from January 7 to January 23, 2019. There were 22 respondents, including 15 from member libraries.

On February 28, 2019, an all-day strategic planning meeting with member library directors, MCFLS board trustees and system staff was held at the UW-Milwaukee School of Continuing Education. WiLS facilitated this meeting, which reviewed the results of the surveys and identified member library service aspirations. This information and discussion led to the participants identifying potential strategic directions, service goals and initiatives for MCFLS.

From the information and ideas gathered during the planning meeting, MCFLS staff, with assistance from WiLS, developed a draft framework of strategic directions, service goals, initiatives and activities including identifying necessary resources and a timeline. A draft of the strategic plan was provided to the MCFLS Library Directors Advisory Council (LDAC) and MCFLS Board for further feedback. With this input, the final draft of the plan was completed and presented for approval by the MCFLS board at their May 20, 2019 meeting.

## MISSION

*MCFLS provides collaborative leadership, advocacy, and support for high-quality resources and services to empower the capabilities and capacities of member libraries to deliver responsive and innovative library services to all residents of Milwaukee County.*



## VISION

*MCFLS and member libraries work together as indispensable resources and vital partners providing access to a seamless network of information, exceptional library experiences, and life-inspiring opportunities.*

## MCFLS STRATEGIC PLAN

### Strategic Direction I: Technology

Ensure member libraries are supported with a high-quality and innovative technology infrastructure and flexible training to provide the best possible online and in-library technology user experience.

#### *Service Goal A: Training*

Develop technology training opportunities, tools, and resources that accommodate a variety of needs and provide common system-wide learning experiences.

#### Objectives

1. Increase in the use of system-provided technology trainings and learning resources by member library staff at all levels at member libraries
2. Decrease in the duplication of the development of technology training tools and resources by member libraries

#### Assessments

1. Annual trainings provided by MCFLS staff and attendance report
2. Use of instructional resources
3. Feedback from member libraries

#### Initiatives and Activities

1. Create a variety of easily accessible and usable training opportunities and resources for member library staff based on input from libraries to understand what works for them
  - a. Survey libraries to determine training needs
  - b. Identify and provide web-based training opportunities
  - c. Create short videos and instructional content that is practical, task specific, and related to system-wide ILS, digital resources, and technology member libraries and patrons use
  - d. Develop train the trainer opportunities to increase technology expertise at member libraries
  - e. Offer regular technology “office hours” or “Q&A’s” for real time access to one on one and group learning assistance
2. Further develop Knowledge Base with technology related information
  - a. Provide up to date tracking of changes, with regular reviews of the different resources, to existing technology, platforms and resources such as Hoopla, Baker & Taylor and Overdrive.
  - b. Develop and provide plug and play instructions for patrons’ use of technology, ILS, County Cat app, and online resources that libraries can use (ex. MCFLS Spotlight)

#### Resources

1. Staff time to learn, develop, and do
2. Potential funds for needed professional development
3. Potential funds for platforms or subscriptions

### ***Service Goal B: User Experience***

Decrease barriers to access and improve usability of system provided online resources and technology platforms.

#### Objectives

1. Improve County Cat app
2. Increase commonality of online resources available to libraries system-wide
3. Develop future plan to evaluate ILS platform
4. Increase in commonality of circulation policies among system member libraries

#### Assessments

1. County Cat app feedback
2. ILS feedback
3. Commonality of county-wide online resources and use of those resources

#### Initiatives and Activities

1. Improve County Cat app to include an updated, modern and responsive design.
2. Continue to increase continuity of online resources across the system and accessibility (remove barriers) to online resources
  - a. Identify accessibility issues for users and develop strategies and solutions to improve
  - b. Continue to identify new opportunities and needs for system online resource subscriptions
  - c. Shift financial resources so that all libraries have access to the same resources.
3. Assess the ILS and discovery of all available online resources
  - a. Develop an ILS evaluation plan that studies how well Sierra is or is not serving member library and/or patron expectations and gathers information about other ILS options
  - b. Keep discovery layer relevant
4. Develop and facilitate a process to review circulation policies to identify potential areas for standardization throughout the system to increase ease of use of county libraries by patrons
  - a. Identify and compile system-wide data, including gathering feedback from users, that could inform standardization discussion and decision making
  - b. Use the existing LDAC meetings for these discussions

#### Resources

1. Funds for development of platforms and subscriptions to resources
2. Staff time

### ***Service Goal C: Infrastructure and Innovation***

Continually strive to support member libraries ability to provide relevant and up to date technology to their users and provide leadership to identify library technology needs for the future.

#### Objectives

1. Standards established and transparent to member libraries with the result of more up to date technology in libraries

2. Increase in savings of time and money to the system and member libraries related to technology equipment purchases and projects
3. Annual report that provides summary and assessment of future-facing technology activities led by the system

#### Assessments

1. Age of technology equipment in the libraries
2. Technology equipment expenditures by system and libraries
3. Report of activities pursued and completed each year

#### Initiatives and Activities

1. Establish standards related to technology equipment and assist members with technology life cycle planning
  - a. Identify and share best practices to establishing a library technology plan
  - b. Develop and share equipment replacement schedules
  - c. Develop and share recommended hardware lists
  - d. Develop and share recommended browser, PC, and printer settings
2. Leverage economies of scale and buying power to benefit all libraries and library users
  - a. Cooperative purchasing of equipment for member libraries
  - b. Shared servers for printers and PC management services
3. Provide leadership in trend spotting and technology project development
  - a. Identify and manage large-scale project opportunities for scale shared technology project, including investigating opportunities at ALA and through statewide and LDAC discussions
  - b. Provide timely and regular environmental scans to identify potential and emerging technology trends
  - c. Vet and test potential new technologies for libraries
  - d. Connect more with other library systems to share technology ideas
4. Create annual report that includes activities related to technology and current equipment hardware lists and recommended settings.

#### Resources

1. Staff time
2. Potential funds for system funded and managed equipment and projects

## Strategic Direction II: Communication

Provide voice and visibility for the system, its member libraries, and county-wide services and resources to broadly communicate the value and opportunities MCFLS libraries provide to our communities.

### *Service Goal A: System Marketing*

Promote system-wide resources and services in a variety of ways with consistent and targeted information and communications.

#### Objectives

1. Identify insights about Milwaukee County residents' needs
2. Increase awareness and use of system-wide and member library services and resources

#### Assessments

1. System-wide survey of residents
2. Service and resource usage data

#### Initiatives and Activities

1. Create a marketing and advocacy committee made up of library and outside experts
2. Re-develop the existing system marketing plan to include the following:
  - a. Identifying current and new data collection priorities to support marketing development and implementation including utilizing tools (surveying system residents, focus groups, market segmentation, GIS mapping, methods to capture user stories, etc.) as appropriate to gather and analyze system-wide data
  - b. A targeted plan for marketing system-wide services and resources to different audiences through various communication channels with a focus on reaching underserved populations and those that do not or infrequently visit and use our member libraries.
  - c. Providing and centrally maintaining standardized, easy to access, and easy to use (plug and play marketing toolkits) marketing messaging, information, and materials for system provided resources and services
3. Develop a plan to regularly communicate to member libraries what the system is actively doing to meet library market and meet member and county resident needs for system services and resources.
4. Collaborate with other library system and statewide marketing and related data gathering efforts

#### Resources

1. Staff time
2. Marketing materials
3. Potential additional internal capacity via an intern to assist with system marketing development activities
4. Potential outside expertise for marketing plan development and implementation including data collection and/or surveying

### ***Service Goal B: Advocacy***

Be a strong proponent for the successful support of MCFLS and its member libraries at the local, regional, and state level.

#### Objectives

1. Strengthen and increase community, county, and state support for MCFLS and member libraries

#### Assessments

1. State, county, and local funding
2. Number of system and local level grassroots supporters/advocates
3. Active Friends Groups and Foundations
4. System-wide survey of residents

#### Initiatives and Activities

1. Create a marketing and advocacy committee made up of library and outside experts
2. Develop a system-wide advocacy and engagement plan to develop support for the system and member libraries that includes the following:
  - a. Identifying current and new data collection priorities to support advocacy efforts including utilizing tools (surveying system residents, focus groups, methods to capture user stories, etc.) as appropriate to gather and analyze system-wide data
  - b. Creating an ongoing advocacy engagement and communication plan to build relationships and support for the system and its member libraries for a variety of audiences (legislators, local Friends groups, community as whole, etc.) with a focus on the impacts of libraries in the county, region, and state
  - c. Providing and centrally maintaining standardized, easy to access, and easy to use (plug and play advocacy toolkits) advocacy messaging, information, and materials for the system and member libraries
  - d. Providing advocacy training for system and library staff and boards
3. Develop a plan to regularly communicate to member libraries what the system is actively doing to advocate for the system and member libraries
4. Collaborate with other library system and statewide advocacy and related data gathering efforts

#### Resources

1. Staff time
2. Advocacy materials
3. Potential outside expertise for data work and/or advocacy engagement and communication planning

### ***Service Goal C: Library Marketing***

Provide the resources, tools, and opportunities for member libraries to develop and implement marketing plans

#### Objectives

1. Increase in available common marketing resources and tools for libraries
2. Increase awareness and use of local library services, programs, and resources



#### Assessments

1. Survey of awareness of local library services, programs, and resources
2. Services, programs, and resources usage data

#### Initiatives and Activities

1. Gather and compile data, information, and stories to use for local library marketing to identify priorities, audiences, messages, and metrics
2. Develop marketing plan support
  - a. Create a marketing plan toolkit
  - b. Help libraries connect with experts in the community for help (library schools, marketing experts at local companies, etc.)

#### Resources

1. Staff time
2. Marketing materials
3. Potential additional internal capacity via an intern to assist with library marketing support development activities
4. Potential outside expertise for marketing plan toolkit development and implementation

## Strategic Direction III: Member Library Management and Services Support

Connect members to each other and to information to encourage collaboration, sharing, and collective learning; improve and innovate library services; and provide tools for effective operational and strategic decision-making.

### *Service Goal A: Data Collection and Utilization*

Enrich system and member library decision-making through better and expanded data collection and dissemination and improving use of available data.

#### Objectives

1. A defined list of data collection priorities
2. Standards for data collection
3. Increase and improve access to and use of data by the system and member libraries

#### Assessments

1. Dashboard use statistics
2. Use of other data (not on dashboard) that is available to member libraries
3. Training provided and attendance

#### Initiatives and Activities

1. Lead and facilitate the standardization of data collection
  - a. Establish data collection priorities including review of current data that is gathered and new data that could be gathered such as salaries and benefits, money for suburban library renovation, in-house circulation by municipality (hourly and by day), reference question, room use, who is using the library remotely versus physically etc.
  - b. Establish standard collection tools and equipment (wireless access points, etc.)
  - c. Work with member libraries to determine standards for a variety of useful data points such as salary data, annual data reporting, etc.
  - d. Find management products to help maintain data collection standards such as Gimlet for reference statistics or Edge Report for computer use analysis
  - e. Educate member libraries on standards
2. Seek, develop, and engage in collaborative opportunities related to gathering and using data regionally and statewide, including gathering data from other metropolitan areas in the country
3. Investigate options to enhance MCFLS dashboard (or other data visualization tools) to include:
  - a. Additional data points such as by year ranges and community size
  - b. Include additional data tracked through annual report work such as budget levels, hours, staffing numbers, collection spending, etc., and new data that is prioritized to be collected.
4. Identify ways to improve use of data by the system and member libraries
  - a. Develop system level packaged data, analysis, and summaries to provide plug and play information that can more easily be utilized for decision making.
  - b. Explore new tools and software for gathering, compiling, visualizing, and analyzing data
5. Identify training needs of members and develop and deliver training related to understanding data and using data tools and software

### Resources

1. Staff time
2. Potential funds for data aggregation and analysis tools and software
3. Potential additional internal capacity via an intern to assist with data collection and compilation
4. Potential outside expertise for data collection, training, analysis, and development of packaged data

### ***Service Goal B: Connections and Coordination***

Provide coordination and connection opportunities and organization to support and guide member library and system initiatives, resources, programming, and services, and facilitate members sharing and learning sharing with each other.

### Objectives

1. Decrease library staff time dedicated to and the duplication of the work related to the goal
2. Improve collaboration and sharing by member library staff

### Assessments

1. Library staff time

### Initiatives and Activities

1. Review and redevelop system committee structure and communities of practice to support system and member needs, including identifying and developing areas for system coordination and support for member library YS and inclusive programming needs.
2. Develop and coordinate, as needed, county-wide programming and services, (ex. memory cafes)
3. Promote and support grant opportunities including support for grant writing, acting as a fiscal agent, and connecting with others that are seeking grants or grant partners
4. Develop an online space to serve as a clearinghouse with lists and resources that members could update and add to that would include information such as:
  - a. Ideas and contacts for staff in-services
  - b. Member library job opportunities
  - c. Sharing program ideas, best practices, and contacts
  - d. Performer lists

### Resources

1. Staff time

## Strategic Direction IV: Organizational Support and Structure

Strengthen the core foundations for the delivery of system services to ensure MCFLS member libraries are supported and positioned to be successful.

### *Service Goal A: System Interests*

Engage regionally and statewide to represent and advocate for system interests.

#### Objectives

1. Active participation in statewide efforts to improve library systems and services

#### Assessments

1. System resources, staff and funding, to support services to meet member library needs

#### Initiatives and Activities

1. Engage in statewide efforts, including any implementation activities related to the PLSR Steering Committee recommendations, that will impact funding, legislation, and services to systems
  - a. Provide leadership where appropriate
  - b. Engage with regional partners to explore ideas and models developed by PLSR workgroups that can improve service to member libraries
2. Be informed and an active partner with other library systems

#### Resources

1. Staff time

### *Service Goal B: Funding*

Assess the use of state funds and the impact of funding allocations on services.

#### Objective

1. Align funding allocations to best support system services and strategic plan initiatives and activities.

#### Assessments

1. System budgets
2. Reciprocal borrowing analysis report

#### Initiatives and Activities

1. Based 2020-21 state aid funding, realign budget allocations as needed to support system services and strategic plan initiatives and activities
2. Analysis of Reciprocal Borrowing
  - a. Establish guidelines for process and discussion
  - b. Perform data collection and analysis

#### Resources

1. Staff time

### *Service Goal C: Operational Support and Alignment*

Meet the ongoing evolution of the needs of our member libraries and MCFLS services by aligning and supporting the development of staff skills and knowledge.

#### Objectives

1. Funding and staff capacities meet operational and strategic plan needs

#### Assessments

1. Updated job descriptions
2. Updated roles of staff shared with members

#### Initiatives and Activities

1. Make necessary annual budget adjustments to fund strategic plan activities and needs
2. Analyze staffing levels
  - a. Review job descriptions
3. Clarify and disseminate information about the roles of MCFLS staff
4. Staff learning support
  - a. Project planning and management

#### Resources

1. Staff time
2. Funding for additional staff training

## Implementation

The MCFLS Director and staff will work in conjunction with the MCFLS Board of Trustees to prioritize service goals and initiatives for implementation. The system will consider available resources, including funding and staff time; changing conditions locally, regionally, and statewide; and opportunities that arise to innovate during the implementation of the plan.

The ongoing planning process for the system will include project management, assessment, communication, and re-prioritization of goals and initiatives to ensure the goals of the plan are realized with flexibility to adapt as needed.

In regards to assessment, the system recognizes that more detail regarding metrics for measuring progress and success toward goals to reach objectives is needed. As part of this, staff, with input from the system board and member libraries, will identify data that will be used to measure progress toward objectives as part of planning the implementation of initiatives. When data does not currently exist to establish baseline metrics for assessment, the system will determine what measurements or data collection can be done to identify metrics as appropriate and possible. Based on metrics identified for determining success for any objectives, the MCFLS Director and staff will seek input from the board and member libraries, as needed, to identify levels of measureable improvement that will help with determining the success in meeting objectives.



709 North Eighth Street  
Milwaukee, WI 53233

PH: 414-286-8149  
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\*\*\*PREVIOUS YEAR LETTER\*\*\*

The Hon. Chris Abele, County Executive  
Milwaukee County Courthouse  
901 N. 9th St.  
Milwaukee, WI 53233

Dear County Executive Abele:

The Milwaukee County Federated Library System (MCFLS) includes herein a formal 2019 budget request in the amount of \$100,000. Requested funds would be incorporated into general revenues to satisfy state mandates and other priorities.

MCFLS continues to provide excellent library services to all Milwaukee County residents.

- In partnership with the fifteen member libraries, MCFLS recently purchased access to **hoopla**, a digital music, movie, eBook, comic, and audiobook service. In the first full year of use, County residents downloaded the app and checked out over **50,000** items.
- The Gale Courses subscription continues to be popular. In 2017, residents signed up for over **18,000** classes in the online, instructor-led database. Popular courses include Accounting Fundamentals, Project Management Fundamentals, and Certificate in Food, Nutrition, and Health.
- The system's catalog, CountyCat, continues to facilitate in- and between-library borrowing, with more than **6.4 million items** circulated in 2017. At a conservative estimate of \$20 per item, the **cost savings to taxpayers is in excess of \$130,000,000** per year.

The state budget has restored some funding after the 10% cut from 2012, but the Public Library System Redesign (PLSR) project will likely reduce the MCFLS share of state appropriations. Federal LSTA funding—around \$36,000—has already been removed and has had a harmful effect on the system's ability to provide new services to Milwaukee County residents.

MCFLS is an example of governmental funding at its smartest and most efficient. Library systems offer economies of scale that benefit all public libraries and we hope you will grant our budget request to continue the high level of service expected by County residents.

Thank you for your consideration.

Sincerely,

Paul M. Ziehler, President  
Milwaukee County Federated Library System Board of Trustees

PREVIOUS YEAR BUDGET REQUEST

CULTURAL CONTRIBUTIONS (1900) BUDGET  
DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

**Strategic Program Area 3: Federated Library System**

**Service Provision:** Discretionary

**Strategic Outcome:** Quality of Life

What We Do: Activity Data				
Activity	2016 Actual	2017 Actual	2018 Budget	2019 Budget
Library Materials Circulated	6,782,798	6,407,744	6,550,000	6,650,000
Registered Cardholders	585,524	544,163	552,000	570,000
Digital Materials Circulated	442,708	481,629	550,000	535,000
Items Delivered	1,047,040	1,064,549	1,075,000	1,100,000
MCFLS and CountyCat Website Page Views	15,702,437	13,557,158	14,000,000	14,250,000
CountyCat Mobile Searches	12,721,085	12,788,880	12,900,000	13,000,000

How We Do It: Program Budget Summary					
Category	2016 Actual	2017 Actual	2018 Budget	2019 Budget	2018/2019 Var
<b>Expenditures</b>	\$66,650	\$66,650	\$66,650	\$100,000	\$33,350
<b>Revenues</b>	\$0	\$0	\$0	\$0	\$0
<b>Tax Levy</b>	\$66,650	\$66,650	\$66,650	\$100,000	\$33,350

How Well We Do It: Performance Measures				
Performance Measure	2016 Actual	2017 Actual	2018 Target	2019 Target
Registered Cardholders Users as a Percent of Population.	61.7%	57.2%	58%	60%

**Strategic Overview:**

The Milwaukee County Federated Library System (MCFLS) is overseen by the Department of Public Instruction and administered by a seven-member Board of Trustees. It functions as a membership organization - with its membership made up of the 15 administratively autonomous and fiscally independent public libraries in Milwaukee County. These public libraries are **wholly funded by their municipality** and join the MCFLS organization voluntarily.

The mission of MCFLS is to assume a leadership role in facilitating cooperation among its member libraries, improving access to and encouraging sharing of resources, promoting the most effective use of local, County, State and Federal funds and assisting member libraries in the utilization of current and evolving technologies to provide the highest possible level of library service to all residents of the County.

Public libraries in Milwaukee County are more integral to the communities in which they serve than ever before. Libraries are packed with young children attending summer reading programs and story time hours along with parents attending programs covering topics from genealogy to cooking classes. Libraries are available for research,



## PREVIOUS YEAR BUDGET REQUEST

### CULTURAL CONTRIBUTIONS (1900) BUDGET

DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

workforce development and life-long learning at any age. They truly serve the entire community. The numbers represented in the Activity Data section may not do it justice. Library circulation numbers nationwide are down, but library attendance and program participation are rising, due in large part to how libraries are reimagining themselves and adapting in creative ways to serve their communities.

MCFLS is responsible for supporting these libraries and coordinating the smooth interaction among members behind the scenes in many facets of the library environment, including centralized cataloging, software/automation, and delivery. MCFLS is directly responsible for delivering items from one library to another. The number of items checked out at a library belonging to another library now stands in excess of **1,000,000 annually** and is rising. All of these materials have been moved by the delivery service. Items are delivered five days a week and have a 24 hour turnaround. Delivery of materials throughout the County has increased steadily, illustrating the demand for this important service. Delivery of items is paid for directly out of MCFLS operating funds and is provided as part of the statutory system requirements to member libraries.

The emphasis on delivery serves to underscore the enormous cost savings to municipalities and county residents alike. These are materials that residents and libraries would otherwise need to buy themselves, but sharing materials via delivery means the cost is shared more efficiently and with less burden to the taxpayer. Circulation of library materials among MCFLS member libraries for 2017 stood at **6,400,000 items**, which at a conservative estimate of \$20 per item, demonstrates nearly a **\$130,000,000 in savings** for County residents. MCFLS and its member libraries continue to be models of efficiency and cooperation, saving taxpayers millions of dollars each year. Very few governmental entities can make such a claim.

In addition to offering services within the building, for many years libraries have also been reaching out and serving the needs of county residents who use mobile devices. MCFLS plays a key role in the circulation of digital materials, through partnerships purchasing, promoting and marketing the services, and providing staff and public training. In 2017 MCFLS continued strong growth in circulation of both its RBDigital magazine collection and Overdrive E-book and E-audiobook collection. County residents checked out nearly **400,000 digital titles** for OverDrive alone in 2017. MCFLS also added “hoopla” in the past year, a new service providing downloadable digital movies, music, comics, audiobooks and books that are always available. County residents checked out over **50,000 hoopla** titles in the first year.

Demand and growth in streaming and downloadable media content continues in the County, but these services are costly and the MCFLS budget is being strained to meet these new demands. OverDrive is well-established and the cost stands at a reasonable **20 cents per circulation**, but the popular hoopla service is new and costs the system and libraries around **\$2.10 per circulation**. Financial assistance is necessary to keep these costs as reasonable as possible for public libraries with tight budgets.

The annual MCFLS budget request this year now also includes statistics related to the **CountyCat Mobile app**. CountyCat Mobile is an app for Apple and Android devices that allows county residents to search the library catalog, place holds, renew items and find out information on current library events. Search queries using the app have been added to reflect the high use of county residents that use their mobile devices to access MCFLS resources. From January 2017 through May 2018, users are averaging **1.1 million searches a month** and the numbers are rising. County residents have shown they need a library system with a mobile presence and member libraries within MCFLS are positioned to meet that demand.

Gale Courses, a strategic initiative introduced in 2016, has gained new users each year. Gale Courses is funded by a partnership between MCFLS and the 15 member libraries and offers **free, online, instructor-led courses** in over 300 topics offered monthly. In 2017, more than 18,000 people registered for courses from topics such

## PREVIOUS YEAR BUDGET REQUEST

### CULTURAL CONTRIBUTIONS (1900) BUDGET DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

as project management to how to care for aging parents. Gale Courses directly provides solutions for online workforce development and lifelong learning, two long-term goals that legislators at the county and state level have identified as high priorities for residents. Gale Courses will cost libraries around **\$60,000** in 2018 and that number is expected to increase in 2019.

After a ten percent cut in 2012, library systems have finally received a modest increase in state funding in 2017, but the future of this funding (the primary source for MCFLS) is in serious jeopardy. The Public Library System Redesign (PLSR) project (<http://www.plsr.info>) will most likely mean a redistribution of funding across the state and the impact on system services here in Milwaukee County is still unknown. Another source of revenue for MCFLS, the Federal Library Services and Technology Act (LSTA) grants, have already been eliminated in a series of cuts felt across the state. The public libraries in Milwaukee County desperately need help from Milwaukee County government to ensure vital services to county residents are not cut or eliminated.

MCFLS relies on expanding partnerships with member libraries to provide new and valuable services for the residents of Milwaukee County. We look forward to continuing our legacy of service and are hopeful the budget request will be funded at 100%.

PREVIOUS YEAR BUDGET REQUEST

CULTURAL CONTRIBUTIONS (1900) BUDGET  
DEPT: Cultural Contributions

UNIT NO. 1900  
FUND: General - 0001

**BUDGET SUMMARY**

	<b><u>2017 Actual</u></b>	<b><u>2018 Budget</u></b>	<b><u>2019 Budget</u></b>
<b><u>Expenditures</u></b>			
Technology, Reference, Interlibrary Loan	\$1,674,840	\$ 1,701,097	\$1,800,000
Continuing Ed and Consulting	\$91,483	122,406	\$126,000
Delivery	\$315,942	323,776	\$328,000
Payment to Members for Non-Res Access	\$1,128,904	1,128,803	\$1,134,952
Library Services to Youth	\$1,474	3,994	\$4,100
Library Services to Special Users	\$6,919	6,914	\$7,100
Public Information	\$27,827	46,288	\$47,600
Administration	\$344,536	315,328	\$324,000
Electronic Resources	\$314,819	386,848	\$398,000
MultiType Initiatives	\$8,348	8,519	\$8,800
Member Office Supplies	\$44,796	3,060	\$20,000
<b><i>Total Expenditures</i></b>	<b><u>3,959,888</u></b>	<b><u>4,047,033</u></b>	<b><u>4,198,552</u></b>
<b><u>Revenues</u></b>			
State Aid to Public Library Systems	2,677,006	2,766,162	2,855,317
Federal LSTA Funding	37,080	-	-
Passthrough Contract Income	1,025,006	1,017,807	1,010,682
Interest Earned from State Aid	3,113	4,000	4,000
Unexpended Funds-Previous Years	51,089	35,000	25,000
All Other Sources	219,936	236,734	238,000
<b><i>Milwaukee County Contribution</i></b>	<b><u>66,650</u></b>	<b><u>66,650</u></b>	<b><u>100,000</u></b>
<b><i>Total Revenue</i></b>	<b><u>\$ 4,079,880</u></b>	<b><u>\$ 4,126,353</u></b>	<b><u>\$ 4,232,999</u></b>
<b><i>Budget Surplus/(Deficit):</i></b>	<b><u>119,992</u></b>	<b><u>79,320</u></b>	<b><u>\$ 34,447</u></b>
<b><i>County Contribution as % of Total Revenue:</i></b>	<b><u>1.6%</u></b>	<b><u>2%</u></b>	<b><u>2.4%</u></b>

## 2019 Proposed Revision to Meeting Dates

The MCFLS Board of Trustees has traditionally met on the third Monday of the month. The schedule below follows that schedule except when it conflicts with a national holiday. The November and December meetings have been combined on the last Monday in November.

Date	Time	Location
Monday, May 20 <sup>th</sup>	9:00 am	Greendale Public Library
Monday, June 17 <sup>th</sup>	3:00 pm	Greenfield Public Library
Monday, July 15 <sup>th</sup>	3:00 pm	South Milwaukee Library
Monday, August 19 <sup>th</sup>	3:00 pm	Whitefish Bay Public Library
Monday, September 16 <sup>th</sup>	3:00 pm	Hales Corners Library
Monday, October 21 <sup>st</sup>	3:00 pm	Brown Deer Public Library
Monday, November 25 <sup>th</sup>	3:00 pm	MCFLS Conference Room

Hoopla Data - 2019  
Checkouts at Each Price Point

MCFLS Board - May 2019  
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Price	Audiobook	Comic	eBook	Movie	Music	TV	Total Circs
\$0.34	0	14	5	0	0	0	19
\$0.39	0	1	4	0	0	0	5
\$0.44	0	1	1	0	0	0	2
\$0.49	642	389	2106	0	0	0	3137
\$0.54	0	0	13	0	0	0	13
\$0.59	0	8	24	0	0	0	32
\$0.64	1	7	1	0	0	0	9
\$0.69	588	166	740	0	0	0	1494
\$0.74	0	56	12	0	0	0	68
\$0.79	0	1	7	0	0	0	8
\$0.84	50	7	60	0	0	0	117
\$0.89	0	17	14	0	0	24	55
\$0.94	0	235	10	0	0	0	245
\$0.99	1880	872	3066	366	0	458	6642
\$1.04	0	0	90	0	0	0	90
\$1.09	0	3	5	0	0	0	8
\$1.14	123	313	486	0	0	0	922
\$1.19	0	9	174	0	0	0	183
\$1.24	0	25	31	0	0	29	85
\$1.29	855	553	874	14	0	0	2296
\$1.34	0	69	172	0	0	0	241
\$1.39	0	1	19	0	0	19	39
\$1.44	475	0	13	0	0	0	488
\$1.49	931	416	1759	459	7105	1025	11695
\$1.54	0	61	7	0	0	0	68
\$1.64	816	1	8	0	0	0	825
\$1.69	965	232	1524	0	0	0	2721
\$1.74	0	86	82	0	0	0	168
\$1.79	0	0	113	0	0	0	113
\$1.84	984	0	29	0	0	0	1013
\$1.87	0	0	19	0	0	0	19
\$1.89	0	0	3	0	0	0	3
\$1.94	0	1	30	0	0	0	31
\$1.99	4930	542	1872	3960	374	3222	14900
\$2.04	0	44	11	0	0	0	55
\$2.09	0	0	39	0	0	0	39
\$2.14	922	0	1	0	0	0	923
\$2.19	0	2	12	0	0	0	14
\$2.24	0	0	22	0	0	0	22
\$2.29	303	29	606	0	0	0	938
\$2.34	0	0	13	0	0	0	13
\$2.39	0	0	9	333	0	0	342
\$2.44	522	0	10	0	0	0	532
\$2.49	462	854	1273	5	0	0	2594
\$2.54	0	9	7	0	0	0	16
\$2.59	52	0	13	0	0	0	65
\$2.64	322	0	0	0	0	0	322
\$2.69	85	41	257	0	0	0	383
\$2.74	0	0	1	0	0	0	1
\$2.84	118	0	8	0	0	0	126
\$2.89	0	0	1	0	0	0	1
\$2.99	4443	324	169	4114	0	0	9050
\$3.04	0	45	4	0	0	0	49
\$3.09	0	0	17	0	0	0	17
\$3.14	167	0	0	0	0	0	167
\$3.19	0	0	32	0	0	0	32
\$3.29	91	1	73	0	0	0	165

Hoopla Data - 2019  
Checkouts at Each Price Point

MCFLS Board - May 2019  
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\$3.34	0	0	39	0	0	0	39
\$3.39	0	0	1	0	0	0	1
\$3.44	0	0	19	0	0	0	19
\$3.49	491	0	29	131	0	0	651
\$3.54	0	12	0	0	0	0	12
\$3.59	0	0	4	0	0	0	4
\$3.69	57	29	28	0	0	0	114
\$3.84	0	0	2	0	0	0	2
\$3.99	9849	37	29	23	0	0	9938
Total	31,124	5,513	16,102	9,405	7,479	4,777	74,400

Hoopla Data - 2019  
Highest Circing Titles at \$3.99 Price Point

MCFLS Board - May 2019  
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hoopla Content ID	Format	Title	Author	ISBN	12 Month Circs
11906920	AUDIOBOOK	Girl, Wash Your Face	Rachel Hollis	9781400201679	428
11588848	AUDIOBOOK	Bird Box	Josh Malerman	9780062331908	122
11584658	AUDIOBOOK	The Alchemist	Paulo Coelho	9780060879075	113
12111840	AUDIOBOOK	The Tattooist of Auschwitz	Heather Morris	9780062866998	98
11782101	AUDIOBOOK	A Simple Favor	Darcey Bell	9780062658234	83
11876861	AUDIOBOOK	The Alice Network	Kate Quinn	9780062676603	77
11589239	AUDIOBOOK	Good Omens	Neil Gaiman	9780061967078	75
11721494	AUDIOBOOK	Norse Mythology	Neil Gaiman	9780062663641	71
11584660	AUDIOBOOK	Yes Please	Amy Poehler	9780062350879	67
11706318	AUDIOBOOK	Present Over Perfect	Shauna Niequist	9780310348320	65
11584657	AUDIOBOOK	The Lion, the Witch and the Wardrobe	C. S. Lewis	9780060854461	64
12028166	AUDIOBOOK	The Nightingale	Kristin Hannah	9781427252388	58
11584661	AUDIOBOOK	American Gods	Neil Gaiman	9780062101914	58
11589133	AUDIOBOOK	10% Happier	Dan Harris	9780062331892	51
12249005	AUDIOBOOK	The Lost Girls of Paris	Pam Jenoff	9781488205699	51
11587384	AUDIOBOOK	Notorious RBG	Irin Carmon	9780062425713	46
11995589	AUDIOBOOK	This Is How It Always Is	Laurie Frankel	9781427282538	46
11588193	AUDIOBOOK	Pinkalicious Audio Collection	Victoria Kann	9780062190031	46
12159929	AUDIOBOOK	Becoming Mrs. Lewis	Patti Callahan	9780785218586	46
11870611	AUDIOBOOK	Erotic Stories for Punjabi Widows	Balli Kaur Jaswal	9780062680563	46
11584659	AUDIOBOOK	To Kill a Mockingbird	Harper Lee	9780062368690	42
11595671	AUDIOBOOK	Simon vs. the Homo Sapiens Agenda	Becky Albertalli	9780062411501	41
11587822	AUDIOBOOK	And Then There Were None	Agatha Christie	9780062265876	41
11665338	AUDIOBOOK	Never Split the Difference	Chris Voss	9780062471253	39
11906915	AUDIOBOOK	Decluttering at the Speed of Life	Dana K. White	9780718083304	38
11805795	AUDIOBOOK	The Women in the Castle Unabridged	Jessica Shattuck	9780062657381	37
11664694	AUDIOBOOK	The Hating Game	Sally Thorne	9780062561176	37
11588328	AUDIOBOOK	The Ramona Quimby Audio Collection	Beverly Cleary	9780062191274	36
11999297	AUDIOBOOK	The Poet X	Elizabeth Acevedo	9780062822482	36
11588542	AUDIOBOOK	Red Queen	Victoria Aveyard	9780062346513	35
12063059	AUDIOBOOK	The Hideaway	Lauren K. Denton	9780785223351	35
12088815	AUDIOBOOK	Cinder	Marissa Meyer	9781427215017	32
11588564	AUDIOBOOK	Dumplin'	Julie Murphy	9780062421425	32
11939667	AUDIOBOOK	The Last Mrs. Parrish	Liv Constantine	9780062695826	32
11589052	AUDIOBOOK	13 Things Mentally Strong People Don't Do	Amy Morin	9780062371539	31
11906498	AUDIOBOOK	Unfu*k Yourself	Gary John Bishop	9780062819499	30
11999460	AUDIOBOOK	Tangerine	Christine Mangan	9780062797988	29
11589679	AUDIOBOOK	Medium Raw	Anthony Bourdain	9780061988769	29
11587600	AUDIOBOOK	Nowhere	Neil Gaiman	9780061549113	29
11765675	AUDIOBOOK	The Little Book of Hygge Unabridged	Meik Wiking	9780062676467	29
11588771	AUDIOBOOK	The Fancy Nancy Audio Collection	Jane O'Connor	9780062190017	29
12157335	AUDIOBOOK	When the Lights Go Out	Mary Kubica	9781488205071	27
11876850	AUDIOBOOK	Magpie Murders Unabridged	Anthony Horowitz	9780062676894	27
12088813	AUDIOBOOK	Scarlet	Marissa Meyer	9781427229656	27
11589066	AUDIOBOOK	The Happiness Project	Gretchen Rubin	9780061996924	27
11714670	AUDIOBOOK	The Magnolia Story	Chip Gaines	9780718090111	27
11804475	AUDIOBOOK	Still Life	Louise Penny	9781427258311	26
12041649	AUDIOBOOK	This Is Me	Chrissy Metz	9780062837943	26
12048151	AUDIOBOOK	Barracoon	Zora Neale Hurston	9780062748232	26
12124464	AUDIOBOOK	The Bookshop of Yesterdays	Amy Meyerson	9781488204753	25
11587728	AUDIOBOOK	Their Eyes Were Watching God	Zora Neale Hurston	9780060842765	25
11587612	AUDIOBOOK	The Song of Achilles	Madeline Miller	9780062115577	25
11634602	AUDIOBOOK	A Thousand Splendid Suns	Khaled Hosseini	9780743567602	25
11616620	AUDIOBOOK	Boundaries	Henry Cloud	9780310261377	24
11904779	AUDIOBOOK	Mind Hacking	Sir John Hargrave	9781442396463	23
12194600	AUDIOBOOK	Feared	Lisa Scottoline	9781427297129	22
12099471	AUDIOBOOK	Winter	Marissa Meyer	9781427258250	22
11999389	AUDIOBOOK	Dread Nation	Justina Ireland	9780062822956	22
11780906	AUDIOBOOK	The Orphan's Tale	Pam Jenoff	9781488202551	22
11588236	AUDIOBOOK	The Henry Huggins Audio Collection	Beverly Cleary	9780062191236	21
11818813	AUDIOBOOK	Confessions of a Domestic Failure	Bunmi Laditan	9781488202902	21
11632415	AUDIOBOOK	The Ocean at the End of the Lane	Neil Gaiman	9780062255686	21
11587069	AUDIOBOOK	The Magician's Nephew	C. S. Lewis	9780060854447	21
11672053	AUDIOBOOK	Hidden Figures	Margot Lee Shetterly	9780062472076	21
11635065	AUDIOBOOK	Pax	Sara Pennypacker	9780062417787	20
11876839	AUDIOBOOK	Hunger Unabridged	Roxane Gay	9780062470256	20
11589118	AUDIOBOOK	Mere Christianity	C. S. Lewis	9780062342744	20

Hoopla Data - 2019  
Highest Circling Titles at \$3.99 Price Point

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11635062	AUDIOBOOK	Glass Sword	Victoria Aveyard	9780062417305	20
12088739	AUDIOBOOK	Cress	Marissa Meyer	9781427236289	20
11588405	AUDIOBOOK	Divergent	Veronica Roth	9780062067593	20
11929529	AUDIOBOOK	We're Going to Need More Wine	Gabrielle Union	9780062694010	19
12010715	MOVIE	Just Getting Started			19
12006411	AUDIOBOOK	The Atomic City Girls	Janet Beard	9780062842398	19
11990077	AUDIOBOOK	If You Knew Her	Emily Elgar	9780062799418	19
11958929	AUDIOBOOK	The City of Brass	S. A. Chakraborty	9780062742643	19
11588423	AUDIOBOOK	Prince Caspian	C. S. Lewis	9780060854423	19
11975387	AUDIOBOOK	Murder on the Orient Express	Agatha Christie	9780062847928	18
12157324	AUDIOBOOK	The Glass Ocean	Beatriz Williams	9780062865007	18
11589048	AUDIOBOOK	Bad Feminist	Roxane Gay	9780062379764	18
11588388	AUDIOBOOK	The Voyage of the Dawn Treader	C. S. Lewis	9780060854386	18
11587174	AUDIOBOOK	The Horse and His Boy	C. S. Lewis	9780060854508	18
12159871	AUDIOBOOK	It's Not Supposed to Be This Way	Lysa TerKeurst	9781400210947	18
12064340	AUDIOBOOK	Puddin'	Julie Murphy	9780062476043	18
12157321	AUDIOBOOK	The Lighthouse Keeper's Daughter	Hazel Gaynor	9780062867087	17
11767130	AUDIOBOOK	King's Cage Unabridged	Victoria Aveyard	9780062656681	17
12157392	AUDIOBOOK	Tear Me Apart	J. T. Ellison	9781488204975	17
12157265	AUDIOBOOK	Sweet Little Lies	Caz Frear	9780062850676	17
11586893	AUDIOBOOK	A People's History of the United States	Howard Zinn	9780061968358	17
11588387	AUDIOBOOK	The Graveyard Book	Neil Gaiman	9780062363565	17
12119858	AUDIOBOOK	The Lost Vintage	Ann Mah	9780062849281	16
12135455	AUDIOBOOK	Heartless	Marissa Meyer	9781427267955	16
11638926	AUDIOBOOK	The Girl with Seven Names	Hyeonseo Lee	9780007595709	16
11877366	AUDIOBOOK	Body Love Unabridged	Kelley Leveque	9780062690890	15
11639657	AUDIOBOOK	Aristotle and Dante Discover the Secrets of the Universe	Benjamin Alire Saenz	9781442366060	15
11584653	AUDIOBOOK	The Art of Racing in the Rain	Garth Stein	9780061630682	15
11632335	AUDIOBOOK	The Secrets of Happy Families	Bruce Feiler	9780062249715	15
12038230	AUDIOBOOK	The Other Mother	Carol Goodman	9780062842466	15
11862621	AUDIOBOOK	Dragon Teeth Unabridged	Michael Crichton	9780062473394	15
12126523	AUDIOBOOK	All These Beautiful Strangers	Elizabeth Klehfoth	9780062849489	15
11999413	AUDIOBOOK	I'll Be Gone In The Dark	Michelle McNamara	9780062798695	15
11933080	AUDIOBOOK	Pimsleur Spanish Level 1	Various Authors	9781442313231	14
11632442	AUDIOBOOK	The Elite	Kiera Cass	9780062253842	14
11782137	AUDIOBOOK	Hello, Universe Unabridged	Erin Entrada Kelly	9780062661654	14
11927898	AUDIOBOOK	Keep Her Safe	Sophie Hannah	9780062694522	14
11698720	AUDIOBOOK	Uninvited	Lysa TerKeurst	9780718084646	14
12006540	AUDIOBOOK	War Storm	Victoria Aveyard	9780062841704	14
11993827	AUDIOBOOK	How to Manage Your Home Without Losing Your Mind	Dana K. White	9780718083243	14
12061977	AUDIOBOOK	The Other Girl	Erica Spindler	9781427285515	14
11904961	AUDIOBOOK	I Hate Myselfie	Shane Dawson	9781442381919	14
11587552	AUDIOBOOK	Going Postal	Terry Pratchett	9780060824693	14
11698304	AUDIOBOOK	The Hidden Life Of Trees	Peter Wohlleben	9780008218348	14
11587190	AUDIOBOOK	Insurgent	Veronica Roth	9780062132673	14
11937441	AUDIOBOOK	How to Lead When You're Not in Charge	Clay Scroggins	9780310531609	13
11586379	AUDIOBOOK	The Intelligent Investor	Benjamin Graham	9780062417619	13
12038216	AUDIOBOOK	Invested	Danielle Town	9780062801487	13
12088744	AUDIOBOOK	If You Knew My Sister	Michelle Adams	9781427294166	13
11588268	AUDIOBOOK	The End	Lemony Snicket	9780061230271	13
12064325	AUDIOBOOK	The Book of M	Peng Shepherd	9780062803153	13
11584654	AUDIOBOOK	The Selection	Kiera Cass	9780062132659	13
11911007	AUDIOBOOK	Into the Wild	Erin Hunter	9780062819918	13
11633731	AUDIOBOOK	America's First Daughter	Stephanie Dray	9780062463548	13
11890764	AUDIOBOOK	Invisible	James Patterson	9781478901273	12
11876848	AUDIOBOOK	The Almost Sisters	Joshilyn Jackson	9780062682130	12
11587162	AUDIOBOOK	The Ralph S. Mouse Audio Collection	Beverly Cleary	9780062191267	12
11588418	AUDIOBOOK	The Graveyard Book	Neil Gaiman	9780061707391	12
12140389	AUDIOBOOK	Hooking Up	Helena Hunting	9781427299024	12
11973937	AUDIOBOOK	Hurricane Season	Lauren K. Denton	9780785220282	12
11782148	AUDIOBOOK	The Secrets You Keep Unabridged	Kate White	9780062660008	12
11587410	AUDIOBOOK	Stardust	Neil Gaiman	9780061336225	12
11990090	AUDIOBOOK	Truly Devious	Maureen Johnson	9780062822000	12
12064103	AUDIOBOOK	Monday's Not Coming	Tiffany D. Jackson	9780062841964	12
11589101	AUDIOBOOK	The Success Principles™	Jack Canfield	9780062395702	12
12006489	AUDIOBOOK	Auschwitz Lullaby	Mario Escobar	9780785219910	11
11595583	AUDIOBOOK	The Screwtape Letters	C. S. Lewis	9780062243737	11
11588316	AUDIOBOOK	The Wide Window	Lemony Snicket	9780060793456	11

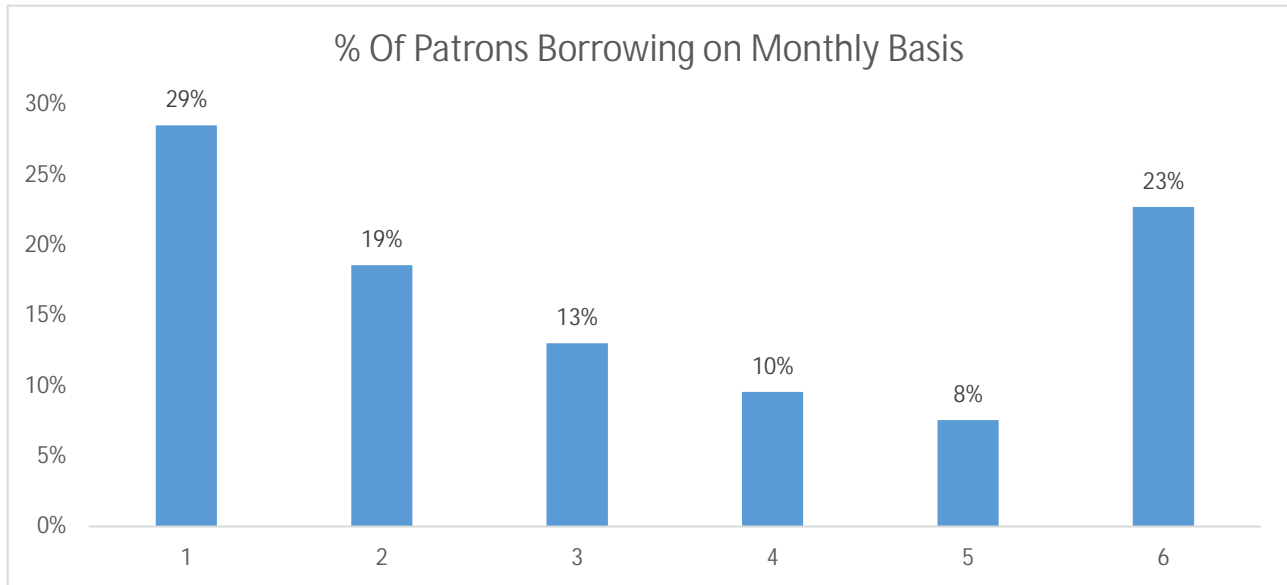


Hoopla Data - 2019  
Highest Circing Titles at \$3.99 Price Point

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11938779	AUDIOBOOK	Lie to Me	J. T. Ellison	9781488203343	11
11895318	AUDIOBOOK	The Woman Who Smashed Codes Unabridged	Jason Fagone	9780062675583	11
11385198	AUDIOBOOK	Angela's Ashes (Abridged)	Frank McCourt	9780743541596	11
11587060	AUDIOBOOK	The One	Kiera Cass	9780062324153	11
11672039	AUDIOBOOK	The Subtle Art of Not Giving a F*ck	Mark Manson	9780062562982	11
11639765	AUDIOBOOK	1776	David McCullough	9780743551526	11
12135434	AUDIOBOOK	Stars Above	Marissa Meyer	9781427274229	11
11618753	AUDIOBOOK	Love Does	Bob Goff	9781400204434	11
12189118	AUDIOBOOK	Christmas on the Island	Jenny Colgan	9780062867483	11
11589673	AUDIOBOOK	The Wee Free Men	Terry Pratchett	9780060824556	11
11822784	AUDIOBOOK	Messenger of Truth	Jacqueline Winspear	9781593979973	11
11667127	AUDIOBOOK	Little House On The Prairie	Laura Ingalls Wilder	9780060754204	11
11587848	AUDIOBOOK	Murder on the Orient Express	Agatha Christie	9780062265883	11
12018417	AUDIOBOOK	The Outsider	Anthony Franze	9781427282668	11
11634788	AUDIOBOOK	The Mistletoe Promise	Richard Paul Evans	9781442372696	11

Circs	% Of Patrons Borrowing on Monthly Basis
1	29%
2	19%
3	13%
4	10%
5	8%
6	23%





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FAX: 414-286-3209

May 20<sup>th</sup>, 2019

April/May 2019 Director's Report

### Summary of activities

1. Met with Bruce Smith and discussed final changes to the MCFLS Strategic Plan with input from MCFLS Trustees and member libraries. Final version attached to the MCFLS Board agenda for May.
2. Spoke with John Keister regarding strategic planning for small libraries on April 23<sup>rd</sup>.
3. Met routinely with contacts from Bridges, Kenosha and now Winnefox library systems to plan implementation of the LSTA grant for cybersecurity awareness. Our plan is now to run the baseline security test in early June.
4. Talked one on one with our sales rep from hoopla to discuss our budget concerns with increasing usage numbers. The rep provided more data based on additional conversations with LDAC.
5. Attended Gov. Evers' budget listening session at Journey House with Paula Kiely and Pete Loeffel from Wauwatosa on April 25<sup>th</sup>.
6. Jen and I spoke in person with our RBDigital magazine rep. RBDigital recently lost access to titles from Meredith publications and as a result we are reaching out to other vendors for information about their offerings.
7. Met with MPL IT staff to discuss the LSTA cybersecurity grant and implications on April 29<sup>th</sup>.
8. Attended Wisconsin Association of Public Libraries (WAPL) Conference from May 1<sup>st</sup> to May 3<sup>rd</sup>. Attended great sessions on data collection and marketing.
9. Hieu and I met with Erin Kramer, a newly hired staff member from Bridges, to talk about our technology services and support to our member libraries. Erin will be acting in a similar role to Bridges libraries.
10. Jen arranged a demonstration for an app called Communico on May 16<sup>th</sup>, which may be a replacement for our current CountyCat Mobile app.
11. Participated in planning for a PLA webinar with MPL staff on the Fines Study which will take place in July.

### Upcoming Activities

1. Continue planning for 2020-2024 contract and agreement negotiations. General framework will be worked out at both the June and July Board meetings.
2. Continue the process of implementing the LSTA grant on cybersecurity training.