NOTICE

Milwaukee County
Federated Library System
Board of Trustees

Monday, August 19th, 2019

3:30 P.M.

This meeting will be conducted in a
meeting room of the
Whitefish Bay Public Library
5420 N. Marlborough Dr.
Whitefish Bay, WI 53217

AGENDA

1. Call to order

2. Adoption of agenda

3. Approval of minutes: the MCFLS Board of Trustees meeting on Monday, July, 15th, 2019

   Action   Attachment A

4. Public comment

5. Library Directors Advisory Council--Report of the August 1st, 2019 LDAC Meeting

   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—July 2019

    Action   Distributed at meeting

7. 2018 MCFLS System Audit

    Action   Audit materials distributed separately

8. 2019 Mid-year Budget Revision

    Action   Attachment C

Administrative Informational Items

9. PLSR Implementation Timeline

    Attachment D

10. MCFLS Marketing Initiatives
    a. Working group to form Marketing and Advocacy subcommittee
    b. September 2019 Library Card Sign Up campaign

    Attachment E

11. Innovative Maintenance

12. Updated Meeting Locations and Dates for the remainder of 2019

    Attachment F

13. Director's Report

    Attachment G

<u>Motion to Move into Executive Session</u>

In Executive Session. Pursuant to Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session."

Motion to Move Out of Executive Session.

Report Out of Executive Session.

Next meeting date: September 16th, 3:30 p.m., Hales Corners Library, 5885 S. 116th Street, Hales Corners, WI 53130

Milwaukee County Federated Library System
Board of Trustees

Regular Monthly Meeting held Monday, July 15, 2019
South Milwaukee Public Library
1907 10th Avenue
South Milwaukee, WI 53172

ROLL CALL

Present: Paul Ziehler, President
                Paula Penebaker, Vice President
                Nik Kovac, Treasurer
                Guy Johnson, Trustee
                Steven Shea, Trustee
                Elizabeth Suelzer, Trustee

Excused: Kurt Glaisner, Trustee

Staff: Steve Heser, Director
                Judy Kaniasty, Business Manager

Others: Susan Draeger-Anderson, LDAC Chair and North Shore Library
                Rachel Arndt, Milwaukee Public Library
                Kathy Manning, South 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 3:14 p.m. Kathy Manning welcomed the MCFLS Board to the South Milwaukee Public Library and provided a brief history of the library.

ADOPTION OF AGENDA. President Ziehler referred to the agenda. Vice President Penebaker moved and Trustee Suelzer seconded a motion to adopt the agenda as distributed. Unanimously approved.

APPROVAL OF MINUTES. President Ziehler referred to the minutes of the Monday, June 17, 2019 meeting which are shown as Attachment A of the agenda packet. Trustee Johnson moved and Trustee Suelzer seconded a motion to approve the minutes as presented. Unanimously approved.

PUBLIC COMMENT. None.

BOARD OF TRUSTEES – ADMINISTRATIVE REPORTS REQUIRING ACTION.

Financial Report – June 2019. President Ziehler referred to the June 2019 financial report which is shown as Attachment B of the agenda packet. Director Heser noted he had nothing out of the ordinary to report but noted that he and Judy Kaniasty have reviewed the mid-year budget and will present it at the August meeting after the audit is presented and approved. A preliminary audit carryover into 2019

reflects $98,584 which is higher than anticipated. Vice President Penebaker moved and Trustee Suelzer seconded a motion to approve the June 2019 financial report as presented. Unanimously approved.

Quote for Communico to Provide the CountyCat Mobile App. President Ziehler referred to Attachment C of the agenda packet and Director Heser reported that the LDAC has discussed the various options to replace the current Boopsie mobile app for patron usage and recommends moving forward with the Communico Engage product which will be an upgrade since Boopsie hasn't enhanced their product since MCFLS began usage in 2012 and patrons along with staff are dissatisfied. The annual cost to member libraries is very close to what is being paid currently (MPL paying half and the rest split up among the suburban libraries based on population) but there will now be a matching cost to MCFLS which is a new expenditure to be absorbed and this is explicitly mentioned in the Strategic Plan as necessary making the total cost $33,000 plus a new option libraries can opt into for calendar integration for $250 each location (and the calendars will be maintained by member libraries themselves). The implementation cost is estimated at $7,300 and Director Heser proposes that MCFLS absorb this cost and he noted he is still seeking to get a reduction in that amount.   The timeline is to get Communico up and running before the Boopsie expiration of October 24. Justification for moving from Boopsie to Communico: better searching capabilities of the catalog, full integration to the catalog and other products offered to patrons such as Libby and regular updates to keep the app timely. Since MCFLS will be the first Wisconsin site perhaps that information can be used to secure a discount as we could be a leader/conduit for them in this area. Treasurer Kovac moved and Vice President Penebaker seconded a motion to enter into agreement with Communico for their Engage product. Unanimously approved. This expenditures will be reflected in the mid-year budget revision to be on next month's agenda.

ADMINISTRATIVE INFORMATIONAL ITEMS.

Annual Report – Compliance Plan for DPI due October 15th, 2019. President Ziehler referred to Attachment D of the agenda packet which is a letter from DPI releasing the second 2019 State Aid Payment and asking for a plan of action from the MCFLS Board to get those libraries that submitted their annual reports late to do so by March 1 which is statutorily required in order to release MCFLS funding. Director Heser reported that he has reached out to Milwaukee, Hales Corners and West Allis library directors to see what MCFLS could do to help and he feels a plan of action can be developed to meet the concerns of DPI. A plan will be developed and presented to the MCFLS Board before the deadline imposed by DPI.

Communication to Innovative Regarding Maintenance Increase. President Ziehler referred to Attachment E of the agenda packet which is an email sent by Director Heser to Innovative regarding their proposed 5% annual maintenance increases which was directed to be sent after last month's discussion. Director Heser reported that he has not yet received a response to the note.

MCFLS Board Meeting Dates and Times. President Ziehler inquired whether a change from 3:00 to 3:30 would be convenience for MCFLS board meetings and it was agreeable to those in attendance to do so, therefore future MCFLS Board meetings will be held at 3:30 and an updated meeting list will be distributed as soon as administratively possible.

Director's Report. Director Heser reviewed his report, which is shown as Attachment F of the agenda packet and responded to questions from the Board.

<u>Motion to Move into Executive Session</u>. Trustee Johnson moved and Treasurer Kovac seconded a motion to move into Closed Session. The motion passed on a unanimously affirmative roll call vote at 4:02 p.m.

<u>In Executive Session</u>. Pursuant to Wisconsin Statutes 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session."

<u>Motion to Move Out of Executive Session</u>. Treasurer Kovac moved and Trustee Shea seconded a motion to Move Out of Closed Session. Unanimously approved.

NEXT MEETING. Scheduled for August 19, 2019 at 3:30 p.m. at the Whitefish Bay Public Library, 5420 N. Marlborough Dr., Whitefish Bay, WI 53217.

ADJOURNMENT. With no further business to be addressed, Vice President Penebaker moved and Trustee Shea seconded a motion to adjourn the meeting at 5:13 p.m. Unanimously approved.

North Shore Library
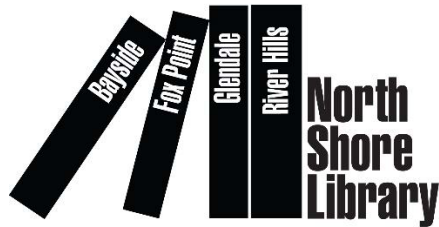
August 19, 2019

To: MCFLS Board of Trustees
From: Susan Draeger-Anderson
North Shore Library
Summary of LDAC Meeting 8/01/2019
Location: Milwaukee Public Library

Annual Report to DPI: March 1st deadline and compliance plan and Proposal for MCFLS to purge patron records annually
Steve Heser reported that he reached out to the directors who were unable to meet the DPI March 1, 2019 deadline for completing the annual report to create a plan for compliance. The concern is that MCFLS may be penalized. One suggestion was to request that the Library Board authorize the Library Board President to sign off on the Annual Report before Library Board approval and then make corrections later.

MCFLS presented a proposal to purge patron records annually in order to conform to DPI reporting and patron record requirements. This has the added benefit of cleaning up the database. Most libraries are already doing this. There are a few that hold on to records longer. We did a straw poll and there was support to do the purge annually. We laid this topic over until October in order to give libraries that are not regularly purging records time to evaluate how this will affect them.

MCFLS agreements and proposed changes to fund strategic plan objectives
Steve Heser provided a document "Summary of Proposed Changes to MCFLS Agreements 2020-2024". These changes were presented and discussed in detail. Steve also reviewed how new services would be paid for and detailed the new level of MCFLS state aid funds that would support current services. Proposed reciprocal borrowing payment levels were also presented.

2020-2024 ILS, Resource Sharing and Technology Agreement DRAFT
Steve Heser highlighted the changes in this agreement and questions were discussed. Steve reported that the DRAFT of the Resource Agreement will be added to the LDAC September meeting. Directors requested the presence of MPL staff to help understand the contents of the agreement and how services of the resource library impact all members.

County Cat Mobile contract with Communico – Costs and Implementation Schedule
Steve Heser shared MCFLS and individual library costs for the Communico app. We discussed the implementation schedule. The staff training schedule will be available at the September LDAC meeting.

Formation of a working group to determine membership and structure of the new marketing and advocacy subcommittee
Steve Heser asked for two to three volunteers to join a MCFLS trustee on this committee. Shorewood and Wauwatosa Libraries volunteered to provide staff for this committee.

Decision on Flipster Subscription
Jen Schmidt provided information on titles that will be lost/gained and their popularity. We discussed timing - the RBdigital subscription ends April 2020 – a Flipster subscription start date would be scheduled for March 2020. Directors asked Jen to request a trial so that an informed decision can be made by the November meeting.

Discussion on PLA Webinar "Unreturned Materials as Barriers to Access" presented on July 11 by MPL, MCFLS and UWM staff.
This PLA webinar provided information about and results of the MPL/SOIS Fine Study. Just over 100 participants attended the webinar. Paula Kiely, Steve Heser, Joan Johnson, Rachel Arndt and Joyce Latham were involved in the presentation. The study was based on a group of library users who were part of a fine forgiveness program at MPL.

E-Commerce Donation Form
The donation form was hacked for "carding" purposes and had to be taken down in early July. None of the transactions were processed due to fraud settings already in place, but MCFLS was still billed for transaction charges at 10 cents apiece. This translated to roughly an additional $700 in charges, but MCFLS is working with Paypal to remove them as soon as possible. Steve does not feel that this donation form is appropriate for future use. Steve will work with individual Libraries that need an online donation form to find an alternative.

PLSR Implementation Timeline
Steve Heser had sent information out about this timeline to Directors. He stressed that system representation will be important in this process and urged those interested to participate. MCFLS staff will participate in the Funding Formula and System Standards committees.

WLA Basket Themes
Donation Basket themes were discussed. Bucks and Brewers were the two themes chosen. Directors are urged to donate items or money.

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MCFLS 2019 Mid Year Budget Revision
August 19th, 2019

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		2019 Approved	2019 Revised	Change	
1					
2		**2019 Approved**	**2019 Revised**	**Change**	
3	**General Revenues**				
4	State Aid Revenue	$ 2,855,317	$ 2,855,317	$ -	
5	Milwaukee County Allocation	$ 66,650	$ 66,650	$ -	
6	West Milwaukee Contract -Other	$ 49,877	$ 49,877	$ -	
7	Interest on Invested Funds	$ 2,000	$ 2,000	$ -	
8	Member Forms/Supplies Revenue	$ 25,000	$ 25,000	$ -	
9	Member Postage Revenue	$ 25,000	$ 25,000	$ -	
10	Member OCLC Revenue	$ 116,297	$ 116,297	$ -	
11	Member Telecomm. Revenue	$ 16,800	$ 16,800	$ -	
12	Member III Softwre Maint-Basic	$ 200,838	$ 200,838	$ -	
13	Member III Softwre Maint-Other	$ 45,473	$ 45,473	$ -	
14	Member Tech. Assist.-Time Rev.	$ 15,000	$ 15,000	$ -	
15	Member Special Projects Revenu	$ 80,000	$ 80,000	$ -	
16	Member Cataloging Contract Rev	$ 149,846	$ 149,846	$ -	
17	Member Database Revenue	$ 72,336	$ 63,882	$ (8,454)	CFRA moved from members to MCFLS exp
18	Member Catalog Enhancement Rev	$ 25,627	$ 25,627	$ -	
19	Member Ecommerce Transaction	$ 9,000	$ 9,000	$ -	
20	TNS Calls/Notices Revenue	$ 3,000	$ 3,000	$ -	
21	Carryover Revenue	$ 35,000	$ 98,584	$ 63,584	2018 Carryover Increase
22	Staff Benefits/Co-Pay Revenue	$ 35,804	$ 36,641	$ 837	Mid year adjustment for life insurance
23	Member Digital Content Rev	$ 216,732	$ 216,732	$ -	
24	Member PC Management License Rev	$ 2,545	$ 2,545	$ -	
25	LSTA Technology Grant Revenue	$ -	$ 17,107	$ 17,107	LSTA Grant revenue (MCFLS fiscal agent)
26	MemberMKE Mixers Revenue	$ 1,400	$ 1,400	$ -	
27	**Total General Revenues**	$ 4,049,542	$ 4,122,616	$ 73,074	
28					
29	**Special Revenues**				
30	W. Milwaukee Borrowing Revene	$ 52,916	$ 52,916	$ -	
31	Ecommerce Revenue	$ 200,000	$ 200,000	$ -	
32	**Total Special Revenues**	$ 252,916	$ 252,916	$ -	
33					
34	**Total Revenues**	$ 4,302,458	$ 4,375,532	$ 73,074	
35					
36					
37		**2019 Approved**	**2019 Revised**	**Change**	
38					
39	**General Expenditures**				
40	Fringe Benefits Expense	$ 179,610	$ 179,610	$ -	
41	Salaries Expense	$ 374,158	$ 374,158	$ -	
42	Telephone Renewal Expense	$ 1,000	$ 600	$ (400)	
43	Member Ecommerce Transaction E	$ 9,000	$ 9,000	$ -	
44	TNS Calls/Notices Expense	$ 3,000	$ 1,200	$ (1,800)	
45	Mileage/Auto Maint Expense	$ 700	$ 700	$ -	
46	Conference/Training Expense	$ 8,000	$ 8,000	$ -	
47	Memberships Expense	$ 6,000	$ 6,000	$ -	
48	Continuing Education Expense	$ 8,750	$ 8,750	$ -	
49	Office Supplies Expense	$ 1,000	$ 1,000	$ -	
50	Copy Machine Maint. Expense	$ 1,200	$ 2,500	$ 1,300	
51	MCFLS Printing Expense	$ 500	$ 500	$ -	
52	MCFLS Printing for Mem Expense	$ 5,000	$ 5,000	$ -	
53	MCFLS WI Pub Lib Consortium Ex	$ 5,605	$ 5,605	$ -	
54	MCFLS Buying Pool	$ 110,000	$ 130,000	$ 20,000	Additional system funds for hoopla
55	MCFLS Database Expense	$ 20,700	$ 27,450	$ 6,750	CFRA Database (Board Approved 2018)
56	Member Database Expense	$ 72,336	$ 63,882	$ (8,454)	CFRA moved from member to MCFLS exp
57	MCFLS Catalog Enhancement Expe	$ 65,674	$ 80,574	$ 14,900	Communico implementation/subscription costs
58	Member Catalog Enhancement Exp	$ 25,627	$ 25,627	$ -	
59	MCFLS Postage Expense	$ 600	$ 600	$ -	
60	Member Postage Expense	$ 25,000	$ 25,000	$ -	
61	Member Forms/Supplies Expense	$ 25,000	$ 25,000	$ -	
62	Telephone Expense	$ 5,000	$ 5,000	$ -	
63	Meetings Expense	$ 500	$ 500	$ -	
64	Insurance Expense	$ 11,500	$ 11,500	$ -	
65	Legal Expense	$ 500	$ 500	$ -	
66	Audit Expense	$ 12,250	$ 12,250	$ -	
67	Payroll Service Expense	$ 4,200	$ 5,200	$ 1,000	Additional payroll services
68	III Software Support Expense	$ 246,311	$ 246,311	$ -	
69	III Telephone Notification Subscr Exp	$ 12,224	$ 12,224	$ -	
70	Member Telecomm. Expense	$ 16,800	$ 16,800	$ -	
71	MCFLS Telecomm. Maint. Expense	$ 10,000	$ 10,000	$ -	
72	OCLC Expense	$ 130,165	$ 130,165	$ -	
73	MCFLS Computer Room Equipment	$ 5,000	$ 25,000	$ 20,000	Unitrends backup equipment
74	MCFLS Software Expense	$ 2,500	$ 2,500	$ -	
75	MCFLS Equipment Expense	$ 12,000	$ 15,000	$ 3,000	Delivery tubs moved from contingency

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76	Member Special Projects Expens	$	80,000	$	80,000	$ -	
77	Sorting and Delivery Expense	$	291,700	$	291,700	$ -	
78	South Central Delivery Expense	$	21,697	$	21,697	$ -	
79	Auto Payment/Maintenance Exp.	$	1,000	$	1,000	$ -	
80	MPL Resource Contract Expense	$	185,596	$	185,596	$ -	
81	MPL Rent Lease Contract Exp.	$	129,815	$	129,815	$ -	
82	ILS Expense	$	37,000	$	37,000	$ -	
83	MCFLS Catalog Cont Exp to MPL	$	285,532	$	285,532	$ -	
84	Member Catalog Contract Exp.	$	149,846	$	149,846	$ -	
85	MCFLS Collection Dev Tool	$	28,000	$	28,000	$ -	
86	Internet Expense	$	20,500	$	20,500	$ -	
87	Contingency Expense	$	29,029	$	34,334	$ 5,305	Increase to contingency
88	Member Digital Content Exp	$	216,732	$	216,732	$ -	
89	Marketing	$	10,000	$	10,000	$ -	
90	MCFLS Strategic Planning Exp	$	4,800	$	6,166	$ 1,366	Additional expense for meeting space
91	Cooperative Purchasing Sub Exp	$	3,000	$	3,000	$ -	
92	Member PC Management License Exp	$	1,875	$	1,875	$ -	
93	LSTA Technology Grant Expense	$	-	$	17,107	$ 17,107	LSTA Grant expense (MCFLS fiscal agent)
94	Member MKE Mixer Expense	$	1,400	$	1,400	$ -	
95	**Total General Expenditures**	$	2,914,932	$	2,995,006	$ 80,074	
96							
97	**Special Expenditures**						
98	W. Milwaukee Borrowing Expense	$	52,916	$	52,916	$ -	
99	RB - MCFLS Payment Expense	$	1,034,610	$	1,034,610	$ -	
100	Ecommerce Expense	$	200,000	$	200,000	$ -	
101	Sierra Server Implementation	$	100,000	$	93,000	$ (7,000)	III API costs ($13,616) & Encore Replacement ($28,452)
102	**Total Special Expenditures**	$	1,387,526	$	1,380,526	$ (7,000)	
103							
104	**Total Expenditures**	$	4,302,458	$	4,375,532	$ 73,074	
105							
106							
107	**Revenue/Expenditures +/-**	$	(0)	$	-	$ 0	

ATT C - 2019 Mid-Year Budget Revision DRAFT

August 19th, 2019
To: MCFLS Board of Trustees
From: Steve Heser, MCFLS Director
Re: 2019 Mid-year Revised Budget

An explanation of the changes to the mid-year budget for 2019:

- Line 17 and 56—lines adjusted to accommodate MCFLS Board-approved system subscription to CFRA Marketscope investment database in late 2018.
- Line 21—carryover amount from 2018 is $98,584. Budgeted amount was $35,000. Carryover was higher in part due to unexpended 2018 funds in conference training (line 45), memberships (line 46), telecom maintenance (line 70), and marketing (line 88).
- Lines 25 and 94: Pass through revenue and expense for LSTA funds.
- Line 54—increase $20,000 in MCFLS Buying pool line to subsidize 2019 hoopla costs; approved by the board in May.
- Lines 55—increase $6,750 in MCFLS Database expense to cover system access to CFRA Marketscope.
- Line 57—adjust MCFLS Catalog Enhancement expense line by $14,900. Amount covers implementation fee for new CountyCat Mobile product ($7,300), partial payment of Communico 2019/20 subscription ($12,000), increased maintenance for Encore, and reflects a refund of $2,200 originally earmarked for the Demco product that never materialized.
- Line 73—increase computer room equipment line by $20,000 to accommodate new Unitrends backup hardware. Originally approved by Board in June using multiple lines, but that action is no longer necessary due to increased carryover funding.
- Line 75—Increase line for equipment by $3,000 to accommodate delivery tub cost. The line currently has $9,037. By increasing the amount from $12,000 to $15,000 we can move the tub expense of $10,301 under equipment instead of contingency.
- Line 87—Contingency line increased by $5,305. Available funding increased to roughly $30,000 for remaining 2019 contingencies and will aid carryover into 2020.
- Line 90—Strategic planning line increased by $1,366 to accommodate meeting space costs.
- Line 99—Sierra server line has $49,351 in unexpended funds. Encore server replacement ($28,452) and Backup API ($13,616) costs moved to line 99.

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Overarching Considerations

Recommendations	Activity	Who?	Funding	Funding Estimate	Statute Issue?	Start Date	End Date	Notes
Implementation Summit	Establish communication channels, check process flow, solicit feedback and ideas, identify unanticipated consequences of implementation, identify data to be measured and tracked, etc.	Stakeholders	LSTA	$15,000	No	Fall 2019	Fall 2019	LSTA 2019 Proposed Process (?) Do we need a website for implementation or does that information live on the PLD page?
Share results of Implementation Summit	Disseminate information on the process, timeline, and where to receive updates and provide feedback.	DPI	DPI Internal		No	Fall 2019	Fall 2019	

High level of Support

Recommendations	Activity	Who?	Funding	Funding Estimate	Statute Issue?	Start Date	End Date	Notes
Recommendation #7: Implement a Learning Management System for Professional Development	Finalize setup of Library Enterprise Directory	DPI	WISEdata	$125,000	No	Ongoing	Fall 2019	This project will serve as the backbone for an improved director certification process.
	Make internal improvements to the library director certification process	DPI	WISEdata	$100,000	No	Fall 2019	December 2019	Will result in an online Public Library director certification platform

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Action	Responsible	Type	Cost	External	Start	Target Completion	Notes
Establish Implementation Team to monitor progress and provide feedback on design and functionality as the project develops	DPI	DPI Internal		No	Fall 2019	Fall 2019	Would include some system CE coordinators, public library representatives, DPI staff, iSchool rep?
Investigate and create initial specifications for Learning Management System for Library Professionals	DPI	DPI Internal		No	Fall 2019	Spring 2020	DPI team: Elizabeth Neuman, Tessa Schmidt, Cindy Fesemyer, Sam Kong Portal Elements: LMS, consulting
Develop consulting metrics to better help understand service needs, priorities, and demand	Implementation Team	DPI Internal		No	Fall 2019	Summer 2020	Addressed in CE/Consulting Workgroup report.
Investigate and create initial specifications for support Portal	DPI	DPI Internal		No	Fall 2020	Spring 2021	DPI team: Gabrielle Koontz, Sam Kong Portal will initially be focused on professional development, allowing systems to collocate resources for inservice training for library staff and trustees, but could also include consulting for library administration and technical support.
Review specifications and available Learning Management System platforms. Issue and judge RFP for additional platform(s)/software if necessary	Implementation Team	DPI Internal	$5,000	No	Spring 2020	Fall 2020	Tessa Schmidt, Elizabeth Neuman, Cindy Fesemyer, Shannon Schultz, Sam Kong

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Task	Responsible	Funding	Cost	Yes/No	Start	End	Notes
Development phase of customizing the Learning Management System platform	DPI or Vendor	WISE		No	January 2021	Summer 2021	Establish pilot process. Either roll out elements of the platform slowly, or use 1 or 2 systems as pilot projects
Train system staff and library staff on the use of the LMS	DPI or Vendor	WISELearn		No	Spring 2021	Summer 2021	Administrative rule or statute if statewide adoption of resulting product is an issue
Determine how Consulting, support triage can be incorporated	Implementation Team	DPI Internal		No	Summer 2021	Winter 2021	DPI team: Shannon Schultz, Cindy Fesemyer, Tessa Schmidt
Recommendation #4. Analyze the Current Funding Formula							
Draft issue paper on the topic of funding formula	DPI	DPI Internal		Yes 43.24	Fall 2019	Winter 2019	DPI Lead: John DeBacher LD&L may have started activity - engage with this?
Conduct formal analysis of funding formula effectiveness and implications of changes to formula	External Consultant	LSTA	$50,000	Yes 43.24	Summer/Fall 2019	February 2020	LSTA 2019 Proposed Project
Identify funding summit participants, plan, and schedule summit	COLAND & DPI	DPI Internal		Yes 43.24	November 2019	January 2020	
Share findings of funding formula analysis and gather feedback from key constituent entities	DPI	DPI Internal		Yes 43.24	February 2020	March 2020	Key constituent entities: public library system directors, DPI leadership, WLA, COLAND
Hold summit to create formal recommendation(s)	Stakeholders	LSTA	$10,000	Yes 43.24	Spring 2020	Spring 2020	

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Supported, but might require more work to move forward

Recommendations	Activity	Who?	Funding	Funding Estimate	Statute Issue?	Start Date	End Date	Notes
Recommendation #1: Develop Standards, Best Practices and Accountability Structures for Public Library Systems	Establish Implementation Team to consider statutory system standards	DPI	DPI Internal		No	Fall 2019	Fall 2019	
	Establish Implementation Team to consider system best practices	DPI	DPI Internal		No	Fall 2019	Fall 2019	
	Create recommendations for statutory system standards	Implementation Team (Standards)	LSTA	$5,000	Yes (admin rule) 43.09(2) 43.15	Fall 2019	Fall 2020	Shannon Schultz Review SRLAAW report "Creating More Effective Library Systems" and analyze current system services based on Appendix A: Wisconsin Public Library System Standards
	Define system best practices and how to share those best practices	Implementation Team (Best Practices)	LSTA	$2,500	No	Spring 2020	Fall 2020	Shannon Schultz, Michael Dennison
	Conduct System Fiscal Practices study	External Consultant	LSTA	$75,000	No	July 2019	September 2020	John DeBacher, Michael Dennison LSTA 2019 Proposed Project
	Analyze and make recommendations on governance around standards and best practices	Implementation Team (Joint?)	LSTA	$5,000	Yes 43.09(2) 43.15	September 2020	Spring 2021	Board of systems idea Could be initiated by consensus-developed volunteer group, nominated by library community, DPI, ?

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Recommendation	Action	Responsible Party	Funding	Cost	Statute	Start	End	Notes
Recommendation #2: Enhance Collaboration by Creating Incentives and Removing Barriers	Monitor Statewide System Backup project and look for additional technology-related collaboration opportunities	DPI	DPI Internal		No	July 2019	Ongoing	
	Conduct research to assess issues, disincentives, barriers, and potential incentives	External Consultant	LSTA	$25,000	Maybe 43.17(6)	July 2019	September 2020	Statute-related barriers would be identified here
	Establish Implementation Team	DPI	DPI Internal		No	January 2020	February 2020	DPI: Tessa Schmidt
	Investigate and document current collaboration, develop a guide that outlines resources for future collaborative projects, potential funding options, and available experts for facilitators. Generate a plan to effect statutory changes, if needed	Implementation team	LSTA	$2,500	Maybe 43.17(6)	Spring 2020	Spring 2021	Use PLSR workgroup reports as initial framework
Recommendation #5: Initiate Delivery Service Pilot Projects	Outside consultant to look at and fact check workgroup report and steering recommendation	External Consultant	LSTA	$75,000	Maybe 43.24(2)(fm)	July 2019	September 2020	LSTA 2019 Proposed Project
	Appoint or hire a project manager charged with performing necessary research, coordinating stakeholder groups, and managing implementation issues	DPI	LSTA	cost if Project Manager is hired				

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Recommendations	Activity	Who?	Funding	Funding Estimate	Statute Issue?	Start Date	End Date	Notes
	relating to this recommendation							
	Convene workgroup to help issue RFP, define outcomes and output collection and work through implementation	Project Manager	LSTA	$5,000	Maybe 43.24(2)(fm)	September 2020	December 2020	
	Institute Delivery Pilot Projects based on defined outcomes of the delivery workgroup and outside consultant	DPI or Project Manager	LSTA	$100,000	Maybe 43.24(2)(fm)	January 2020	December 2021	LSTA 2020
	Implement findings and recommendations of the pilot project in other parts of the state	Public Library Systems	LSTA	High cost	Maybe 43.24(2)(fm)	January 2021	Ongoing until full participation	Using LSTA grants
	Need more education/research before moving forward							
Recommendation # 6: Create an Effective, Well-Managed, State-Scale Discovery Layer	Write issue paper(s) on Discovery Layers and integrated ILL technologies	DPI	DPI Internal		No	Fall 2019	Spring 2020	Gail Murray, Ben Miller, Elizabeth Neuman
	Conduct environmental scan on Discovery Layer instances in Wisconsin, including cost and funding sources	DPI	DPI Internal		No	Fall 2019	Spring 2020	Gail Murray, Ben Miller, Elizabeth Neuman

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Task	Responsible	Funding	Cost	New	Start	End	Notes
Write issue paper(s) around Discovery Layers and E-resources, including topic of centralized authentication	DPI	DPI Internal		No	Fall 2019	Spring 2020	This is referenced in the Collections Workgroup report. Elizabeth Neuman.
Establish a statewide cataloging and policy workgroup to begin identifying standard practices that will lend themselves to greater interoperability	Workgroup	LSTA/W ISE	$5,000	No	Spring 2020	Spring 2021	Could begin by creating a statewide workflow for returning most library materials anywhere in the state (again, referenced in the ILS/ILL/Discovery Workgroup recommendation)
Create a repository of information around successful ILS mergers	Workgroup	LSTA/W ISE	$2,500	No	Spring 2020	Spring 2021	Referenced in the ILS/ILL/Discovery Workgroup recommendation.
Provide learning opportunities statewide around the topic of Discovery Layers	DPI	LSTA/W ISE		No	Spring 2020	Fall 2021	Could be sponsored conference sessions, summit(s), asynchronous training resources, webinar series, etc.
Conduct a needs assessment to identify minimum technical requirements necessary to achieve interoperability between different library management software platforms							Referenced in the ILS/ILL/Discovery Workgroup recommendation.
Pilot project to show viability between two systems with	Project Manager	LSTA		No	Summer/Fall 2021	Spring 2023	

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

Recommendation #3: Reduce the Number of Public Library Systems

Task	Responsible	Funding	Cost	Statute	Start	Target	Notes
different ILS. Analyze volume of delivery, e-resource usage, hold time lengths, circulation							John DeBacher
Draft issue paper(s) on system mergers and lessons learned, including statutory implications that should be considered	DPI	DPI Internal		Yes / 43.18	Summer 2019	December 2019	PLSR Steering Committee Final Report Funding Formula Analysis Fiscal Practices Study Collaboration Study
Establish Implementation Team	DPI	DPI Internal		No	Winter 2019	Winter 2019	
Review reports created during the implementation process for relevance to this topic	Implementation Team	LSTA	$1,000	No	July 2019	Ongoing	
Identify and document statutory barriers to system mergers	Implementation Team	LSTA	$2,500	Yes / 43.18	Summer 2020	Fall 2021	Conduct interviews with system directors, system board members, and others who have gone through past mergers, successful or not
Create a best practices checklist and resource document for public library system boards/member libraries to consider options for filling director vacancies and/or public library system mergers	Implementation Team	LSTA	$5,000	Maybe / 43.18	Fall 2021	Spring 2022	

Library Card Sign-Up Month 2019 Ad Campaign
Member Library Toolkit

Campaign Overview

During September 2019, the Bridges Library System, in partnership with the Milwaukee County Federated Library System and Lakeshores Library System, is launching a month-long external advertising campaign for Library Card Sign-Up Month in the southeast Wisconsin area. System member libraries are encouraged to use the provided graphics and other material to ensure a branded message across our systems.

The objectives of the campaign are to increase the number of new cardholders and increase the number of overall circulation for each system. Each system will be doing their own evaluation. Besides encouraging people to come into the library, we are directing our audience to a common, system-shared website to sign up online for library cards at www.getyourlibrarycard.org.

Campaign Message

Our marketing message highlights the range of items and benefits a library card gives one access to. The implication of this message is that one card can be and do many things. Indirectly, the message focuses on quality-of-life benefits to the individual library cardholder, including convenience and cost savings.

Individual libraries can choose which slogans and corresponding graphics they wish to use throughout the month, depending on which services or materials they wish to promote.

Slogan Options
Your learn something new Card
Your read on the go Card
Your borrow, don't buy Card
Your Friday night movie Card
Your build a resume Card
Your find your ancestors Card
Your read while you wait Card
Your right to read Card (for Banned Books Week)

Advertising Channels

The advertising campaign has three primary advertising channels that cover southeast Wisconsin: billboards, radio ads, and Facebook ads from each system's account.
- Radio ads: Aired throughout September on B93.3 and 100.3 FONZ FM
- Billboards: 15 locations in five counties (outlined below)
- Facebook ads: Each system is running ads on their individual Facebook pages, so there will be several Facebook ads playing throughout the month

Website: The audience will be directed to www.GetYourLibraryCard.org to sign up for an online library card.

Individual libraries are also encouraged to share the campaign and website on their:
- social media
- e-newsletters
- websites
- print materials in the community
- press release to local news
- in-house print materials

Billboard Locations

Jefferson County
- I-94 near the Sullivan exit
- Hwy. 59 south of Fort Atkinson
- Hwy. 59 between Whitewater and Palmyra

Milwaukee County
- N. 92nd St., north of Schlinger Ave. and south of I-94
- Fond du Lac Ave. and West Locust St.
- N. 76th St. and Florist Ave.
- W. Capitol Dr., between N. Port Washington Rd. and N. 2nd St.
- W. Appleton Ave., north of Capitol Dr. and east of N. 76th St.
- S. Howell Ave., north of Plainefield Ave. and south of Waterford Ave.
- I-94, east of S. 13th St. (digital)

Racine County
- Hwy. 50, east of Hwy. 45 and Bristol
- Hwy. 32, south of County Line Rd., between Elmwood Park and Harbor Park

Walworth County
- Hwy. 14, southeast of Darien and 1 mile south of Sharon St.

Waukesha County
- I-94/Hwy 16 interchange south of Pewaukee (digital)
- I-41 southeast of Menomonee Falls and north of Butler (digital)

Toolkit Contents

All toolkit materials are located in a OneDrive folder for easy access and downloads.

Please contact Jill Fuller at jfuller@bridgeslibrarysystem.org if something is missing or won't download.

Enclosed in the toolkit are the following contents; there are multiple options for each graphic.

1. Facebook post graphics
2. Facebook cover graphics
3. Social media text copy examples
4. Press Release
5. 8.5" x 11" flyer
6. 4" x 4" double-sided handouts

2019 Revision to Meeting Dates/Times

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, August 19th	3:30 pm	Whitefish Bay Public Library
Monday, September 16th	3:30 pm	Hales Corners Library
Monday, October 21st	3:30 pm	Brown Deer Public Library
Monday, November 25th	3:30 pm	MCFLS Conference Room

MILWAUKEE COUNTY
FEDERATED LIBRARY SYSTEM

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August 19th, 2019

July/August 2019 Director's Report

Summary of activities

1. Met with CollectionHQ staff to talk about training and next steps to encourage libraries to make use of the collection development reports.
2. Spoke with both Innovative and Digicorp staff regarding installation and implementation of the Unitrends backup solution. The solution has been running for several weeks and will be backing up several critical pieces of system hardware in addition to the Innovative servers. On August 1st, met with Unitrends staff to set up backups in the cloud.
3. Made final adjustments for the mid-year budget revision in light of the audit and final carryover amount from 2018.
4. Worked with MPL staff on finalizing details regarding the cataloging contract for 2020-2024.
5. Spoke with Dennis Carter and Raena Morrison from Innovative Interfaces about our issues with maintenance costs.
6. Met with Derek Reilly from MPL to talk about additional access to data to assist him in collecting information and creating additional reporting for MPL.
7. Initial audit meeting with Judy and Wendi Unger from Baker Tilly. Discussion of new GASB standards and impact on audit reporting.
8. Continued work on 2020-2024 contracts including feedback from LDAC on percentages and incorporating additional suggestions from directors. Reached out to MPL to initiate resource library contract work.
9. Hieu and I spoke with Nyama from Whitefish Bay about bringing on their computers to the MCFLS network. Hieu will spend additional time researching changes that need to be made and work to ensure as smooth as a transition as possible.
10. All MCFLS staff met on August 8th to put in place an implementation schedule for the strategic plan. We will use online tools called Trello and Placker to track progress and share with all key stakeholders.
11. Attended LAWDS (Libraries Activating Workforce Development Skills) program on August 14th. LAWDS seeks to facilitate more seamless support of job-seeking patrons, business owners and entrepreneurs.

Upcoming Activities

1. Continue planning for 2020-2024 contract and agreement negotiations.
2. Begin the process of forming the Marketing and Advocacy subcommittee.
3. Complete work on system plan and compliance plan due October 15th