

NOTICE

Milwaukee County  
Federated Library System  
Board of Trustees

Monday, February 17<sup>th</sup>, 2020

3:30 P.M.

This meeting will be conducted in a  
meeting room of the  
Milwaukee County Federated Library System  
709 N. 8<sup>th</sup> Street  
Milwaukee, WI 53233

AGENDA

1. Call to order
2. Adoption of agenda
3. Approval of minutes: the MCFLS Board of Trustees meeting on Monday, January 27<sup>th</sup>, 2020  
Action [Attachment A](#)
4. Public comment
5. Library Directors Advisory Council--Report of the January and February Meetings  
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—January 2020      | Action | <a href="#">Attachment C</a> |
| 7. 2019 MCFLS Annual Report           | Action | <a href="#">Attachment D</a> |
| 8. 2019 Resource Library Report       |        | Distributed at meeting       |
| 9. Resolution for Paula Pennebaker    | Action | <a href="#">Attachment E</a> |
| 10. 2020 Revised MCFLS Director Goals | Action | <a href="#">Attachment F</a> |

Administrative Informational Items

- |  |                              |
|--|------------------------------|
| 11. MAC Committee Update and 2019 Marketing Evaluation         | <a href="#">Attachment G</a> |
| 12. Hoopla 2020 projections                                    | <a href="#">Attachment H</a> |
| 13. Letters from West Allis and South Milwaukee library boards | <a href="#">Attachment I</a> |
| 14. Director evaluation process and surveys                    |                              |
| 15. Director's Report  | <a href="#">Attachment J</a> |

Next meeting date: March 16<sup>th</sup>, 3:30 p.m., MCFLS Conference Room.

Milwaukee County Federated Library System  
Board of Trustees

Regular Monthly Meeting held Monday, January 27, 2020  
Milwaukee County Federated Library System  
709 North Eighth Street  
Milwaukee, WI 53233

ROLL CALL

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

Staff: Steve Hesel, Director  
Judy Kaniasty, Business Manager  
Jen Schmidt, Library Systems Administrator

CALL TO ORDER. President Ziehler called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees to order at 3:40 p.m.

ADOPTION OF AGENDA. President Ziehler referred to the agenda. Treasurer Kovac moved and Trustee Johnson seconded a motion to approve the agenda as distributed. Unanimously approved.

APPROVAL OF MINUTES. President Ziehler referred to the minutes of the Monday, January 6, 2020 meeting which are shown as Attachment A of the agenda packet. Trustee Suelzer moved and Treasurer Kovac seconded a motion to approve the minutes as presented. Unanimously approved.

PUBLIC COMMENT. None.

BOARD OF TRUSTEES – ADMINISTRATIVE REPORTS REQUIRING ACTION.

Financial Report – December 2019. President Ziehler referred to the December 2019 financial report which is shown as Attachment B of the agenda packet. Director Hesel reviewed the report, noted that this report is pre-audit and no adjusting journal entries have been made yet therefore a few categories reflect some 2020 payments and some categories have payments made in 2020 that are 2019 expenses. Director Hesel noted that conference expenses are down since he did not attend WLA Conference in 2019. Trustee Johnson moved and Trustee Shea seconded a motion to approve the pre-audit December 2019 financial report as presented. Unanimously approved.

MCFLS Board Vice President Position. President Ziehler reported that Paula Penebaker has resigned and will not be seeking reappointment and therefore a new Vice President needs to be selected. President Ziehler noted that he understand that Treasurer Kovac would be willing to serve but then the

banking/check signing duties would need to be transferred to his replacement as Treasurer. Trustee Shea stated he would be willing to serve as Vice President. Trustee Johnson nominated Steven Shea and Treasurer Kovac seconded the motion. Unanimously approved.

2020 MCFLS Director Goals. Director Hesper reviewed his 2019 goals shown on the first page of Attachment C of the agenda packet adding that all member library boards have now approved the ILS, Resource Sharing and Technology Agreement. A report on the marketing plan will be presented after the February 14th Marketing and Advocacy Committee meeting. President Ziehler requested reports on each of the library visits and those will be prepared and presented at the next meeting. Director Hesper noted that the last goal had not been addressed in 2019 due primarily due to a lack of time.

Director Hesper next reviewed his proposed 2020 goals which are shown on the second page of Attachment C of the agenda packet and discussion ensued. In regards to the last goal of 2019 and reaching out to the County Supervisors, it was pointed out by Trustee Glaisner that it probably is more appropriate to address the State Legislators regarding increased funding since the majority of funding comes from that avenue and he suggested that legislators visit member libraries to become more familiar with what is being offered. Under the first goal, a "d" was added: reach out to State Legislators to advocate for MCFLS and member libraries and lay groundwork for increased funding. Trustee Glaisner also suggested adding a "c" to Goal 2 seek further input from member libraries for shared cost reductions on what libraries desire in terms of materials and supplies, etc. An additional goal suggested by President Ziehler was to critically review all contracts prior to renewal.

President Ziehler asked Director Hesper to revise his proposed 2020 goals and present them again at next month's meeting for action.

#### ADMINISTRATIVE INFORMATIONAL ITEMS

Strategic Plan Timeline and Update. Director Hesper referred to Attachment D of the agenda packet pointing out that the first piece is an infographic of the 2020-2024 Strategic Plan developed in-house and the second piece is the quarterly report of activity which he reviewed. During discussion of the Marketing and Advocacy Committee, which will be meeting for the first time on February 14, he shared the member listing which is shown as Exhibit 1 attached to these minutes noting that he is waiting to hear whether another consultant from the Bridges Library System will be joining the Committee. The plan for that first meeting is to work on the RFP for the consultant which then the MCFLS Board will review and take action on.

Director's Report. President Ziehler referred to Attachment E of the agenda packet. Director Hesper reviewed his report and responded to questions.

CountyCat Mobile App demonstration. Director Hesper noted that so far the new app has 15,000 users and the old app was only at 10,000 users. Jen Schmidt provided a visual presentation demonstrating the components and features of the new mobile app.

NEXT MEETING. Scheduled for Monday, February 17, 2020 beginning at 3:30 p.m. in the MCFLS conference room.

ADJOURNMENT. With no further business to be addressed, Vice President Shea moved and Treasurer Kovac seconded a motion to adjourn the meeting at 4:37 p.m.

2020 Marketing and Advocacy Committee

LDAC Representative

Brian Van Klooster

Milwaukee Representative

Christine Murphy

Staff Representatives

Scott Lenski, Whitefish Bay

Emily Vieyra, Shorewood

MCFLS Representative

Steve Heser

Marketing/Sales Consultants

Laura Peracchio, UWM Lubar School of Business

David Dugan, Group Account Director, BVK Marketing and Advertising

Mark Ibach, Consulting Services Coordinator, South Central Library System



*Central Library*

Date: January 16, 2020

To: MCFLS Board of Trustees

From: Judith Pinger – Associate Library Director IT, Tech Services and Collections -  
Milwaukee Public Library

Summary of LDAC Meeting January 9<sup>th</sup>, 2020

Location: North Shore Library

**Department of Public Instruction (DPI) Annual Report Preparation**

The DPI 2019 reporting template opened on January 21<sup>st</sup>, 2020. MCFLS staff pre-populated the DPI report template with member library baseline data for 2019. After the individual Library Directors complete and verify the data sets, the MCFLS Library Director is contacted for final review. Once approved, three copies of the Annual Report must be saved or printed with two copies (print) or one copy (e-mail attachment) sent to the MCFLS Director. The DPI deadline is February 29<sup>th</sup>, 2020.

**Proposal to Expand Access to Out of County fee card holders.**

A working group convened to study expanding access for current fee library card holders. These are individuals who opt to pay an annual fee to utilize a public library outside of Milwaukee County. (The fee card does not include access to subscription database content based on vendor licensing agreements.)

Proposed is to administer one fee (access) card for the Milwaukee county system administered centrally by MCFLS. This would give fee card holders access to the entire county's library collection with an aggregate collection of fees distributed back to the libraries based on usage. (This proposal does not include Teacher's cards or other specialized programs.) Discussion ensued both pro and con with next steps involving discussions with local library boards and examining fee card usage data.

**Digital Magazine subscriptions Flipster and RBDigital**

The LDAC approved MCFLS's proposal to renew the RBDigital digital magazine platform for the next year. It is better integrated with the new Communico/MCFLS app and will provide additional time for staff and public to become more familiar with the app.

**Wauwatosa Library– Eliminated Overdue Fines on Children's Materials.** The Wauwatosa Library Director, Pete Loeffel, mentioned that the transition went smoothly and clarified that children's fines are waived for children's materials across all formats.



*Central Library*

Director Rebecca Roepke shared that in February, the Cudahy Family Library will also be fine free for Children's materials. MPL has had a children's fine free policy in place for many years but is applicable only to children's print materials.

**A Selection of Member Updates:** The Cudahy Family Library celebrates its 35<sup>th</sup> anniversary of MCFLS membership. South Milwaukee Library has procured two new self-check machines. The Shorewood Library has a new two week loan period for adult fiction and has also implemented a Lucky Day circulating collection. Milwaukee Public Library has procured fourteen new public charging device stations for each branch location and Central Library.



*Central Library*

Date: February 10th, 2020

**To: MCFLS Board of Trustees**

From: Co-chair - Judith Pinger – Associate Director IT, Tech Services and Collections -  
Milwaukee Public Library

Summary of LDAC Meeting - February 6th, 2020

Location: Greendale Public Library

**Guest Presentation – Dr. Jeffery Whittle from the Medical College of Wisconsin**

Dr. Whittle presented information on a large national longitudinal study from the National Institute of Health called [All of Us](#). It is designed to help medical researchers further the understanding of human health and illness. More regionally, Froedtert and the Medical College of Wisconsin is partnering with the University of Wisconsin to administer the program and hopes to partner with public libraries.

**LDAC Agenda and Composition**

Judy Pinger and Rachel Arndt from MPL are co-chairing the LDAC for 2020. Ms. Arndt will run the monthly meetings and Ms. Pinger will prepare and report out to the MCFLS Board. Co-chair Rachel Arndt shared the restructured LDAC agenda with the Advisory Committee. The agenda now features Guests/Presentations at the top of the meeting followed by topics that require actions or discussion. Technology topics are now grouped together as a separate section as well as an informational reports section.

**West Milwaukee Discussion**

Discussion ensued on whether the West Milwaukee contract should be opened and modified to allow West Milwaukee residents to access to the digital resources Hoopla! and Overdrive. West Milwaukee patrons have been requesting access to these services but a contract agreement and compensation plan would need to be reached. The LDAC advised Director Hesser to have a conversation with the West Milwaukee administration to discuss further.

**Sierra 5.0 Upgrade.**

MCFLS staff successfully upgraded the system wide catalog platform to the latest 5.0 version. Enhancements will benefit Circulation staff with daily materials management including checkout, list creation and fines payment in E-Commerce.





*Central Library*

**Marketing Advisory Committee (MAC)**

The newly formed MAC will comprise volunteer marketing and PR community professionals, a representative from the LDAC and representatives from member libraries. A data marketing professional will be hired to oversee marketing activities as part of the Strategic Plan.

**Library Card Ad Campaign 2019**

A library card awareness campaign co-sponsored by MCFLS, Bridges Library System and Lakeshores Library System proved very effective. There was a 5% increase in new cardholders in September- October 2019 compared to the same period in 2018. Marketing channels included billboards, Facebook ads and radio ads.

**Digitization Kits-**

Wauwatosa Library is the first MCFLS Library to pilot a digitization project utilizing Digitization kits available through the Wisconsin Department of Public Instruction (DPI.)

**Library Legislative Day –**

Library Representatives from across Wisconsin will visit the State Capitol on Tuesday, February 11<sup>th</sup> to meet with legislators on the value of libraries in the community. This annual event sponsored by the Wisconsin Library Association provides the opportunity to talk one on one with legislative offices.

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	\$ 2,855,319	\$ 2,141,489	(75.00)	\$ 713,830	(25.00)
5	Milwaukee County Allocation	\$ 66,650	\$ 33,325	(50.00)	\$ 33,325	(50.00)
6	West Milwaukee Contract -Other	\$ 47,466	\$ -	0.00	\$ 47,466	(100.00)
7	Interest on Invested Funds	\$ 7,500	\$ -	0.00	\$ 7,500	(100.00)
8	Member Forms/Supplies Rev (60)	\$ 20,000	\$ 2,170	(10.85)	\$ 17,830	(89.15)
9	Member Postage Revenue (59)	\$ 25,000	\$ 528	(2.11)	\$ 24,472	(97.89)
10	Member OCLC Revenue	\$ 121,591	\$ -	0.00	\$ 121,591	(100.00)
11	Member Telecomm. Revenue (69)	\$ 16,800	\$ -	0.00	\$ 16,800	(100.00)
12	Member III Softwre Maint-Basi	\$ 179,267	\$ -	0.00	\$ 179,267	(100.00)
13	Member III Softwre Maint-Other	\$ 46,709	\$ -	0.00	\$ 46,709	(100.00)
14	Member Tech. Assist.-Time Rev.	\$ 15,000	\$ -	0.00	\$ 15,000	(100.00)
15	Member Special Projects Revenu	\$ 80,000	\$ 12,189	(15.24)	\$ 67,811	(84.76)
16	Member Cataloging Contract Rev	\$ 163,716	\$ -	0.00	\$ 163,716	(100.00)
17	Member Database Revenue (55)	\$ 62,174	\$ -	0.00	\$ 62,174	(100.00)
18	Member Catalog Enhancement Rev	\$ 29,648	\$ -	0.00	\$ 29,648	(100.00)
19	Member Ecommerce Transaction	\$ 10,000	\$ 1,046	(10.46)	\$ 8,954	(89.54)
20	TNS Calls/Notices Revenue (43)	\$ 1,260	\$ 101	(8.02)	\$ 1,159	(91.98)
21	Carryover Revenue	\$ 35,000	\$ -	0.00	\$ 35,000	(100.00)
22	Staff Benefits/Co-Pay Revenue	\$ 37,967	\$ 2,944	(7.75)	\$ 35,023	(92.25)
23	LSTA Technology Grant Revenue	\$ 11,200	\$ -	0.00	\$ 11,200	(100.00)
24	Member Digital Content Rev (88)	\$ 256,414	\$ -	0.00	\$ 256,414	(100.00)
25	Member PC Mngmt License Rev	\$ 2,545	\$ 389	(15.28)	\$ 2,156	(84.72)
26	Member MKE Mixers Rev (93)	\$ 1,400	\$ -	0.00	\$ 1,400	(100.00)
27	<b><u>Total General Revenues</u></b>	\$ 4,092,626	\$ 2,194,181	(53.61)	\$ 1,898,445	(46.39)
28						
29	<b><u>Special Revenues</u></b>					
30	W. Milw Borrowing Rev (97)	\$ 49,079	\$ -	0.00	\$ 49,079	(100.00)
31	Ecommerce Revenue (99)	\$ 200,000	\$ 40,773	(20.39)	\$ 159,227	(79.61)
32	<b><u>Total Special Revenues</u></b>	\$ 249,079	\$ 40,773	(16.37)	\$ 208,306	(83.63)
33						
34	<b><u>Total Revenues</u></b>	\$ 4,341,705	\$ 2,234,954	(51.48)	\$ 2,106,751	(48.52)
35						
36		<u>Annual Budget</u>	<u>Year to Date</u>	<u>%</u>	<u>Balance</u>	<u>%</u>
37						
38	<b><u>General Expenditures</u></b>					
39	Fringe Benefits Expense	\$ 183,573	\$ 15,216	8.29	\$ 168,357	91.71
40	Salaries Expense	\$ 381,639	\$ 29,058	7.61	\$ 352,581	92.39
41	Telephone Renewal Expense	\$ 612	\$ 51	8.33	\$ 561	91.67
42	Member Ecommerce Transaction E	\$ 10,000	\$ 711	7.11	\$ 9,289	92.89
43	TNS Calls/Notices Expense (20)	\$ 1,260	\$ 102	8.10	\$ 1,158	91.90
44	Mileage/Auto Maint Expense	\$ 700	\$ -	0.00	\$ 700	100.00
45	Conference/Training Expense	\$ 6,500	\$ 25	0.38	\$ 6,475	99.62
46	Memberships Expense	\$ 5,000	\$ 3,200	64.00	\$ 1,800	36.00
47	Continuing Education Expense	\$ 9,000	\$ -	0.00	\$ 9,000	100.00
48	Office Supplies Expense	\$ 1,000	\$ -	0.00	\$ 1,000	100.00
49	Copy Machine Maint. Expense	\$ 2,500	\$ -	0.00	\$ 2,500	100.00
50	MCFLS Printing Expense	\$ 500	\$ -	0.00	\$ 500	100.00
51	MCFLS Printing for Mem Expense	\$ 5,000	\$ -	0.00	\$ 5,000	100.00
52	MCFLS WI Pub Lib Consortium Ex	\$ 5,605	\$ -	0.00	\$ 5,605	100.00

M.C.F.L.S.  
Financial Report  
For the One Month Ending January 31, 2020

53	MCFLS Buying Pool	\$ 135,000	\$ -	0.00	\$ 135,000	100.00
54	MCFLS Database Expense	\$ 21,700	\$ -	0.00	\$ 21,700	100.00
55	Member Database Expense (17)	\$ 62,174	\$ 15,160	24.38	\$ 47,014	75.62
56	MCFLS Catalog Enhancement Expe	\$ 84,799	\$ 27,331	32.23	\$ 57,468	67.77
57	Member Catalog Enhancement Exp	\$ 29,648	\$ 9,648	32.54	\$ 20,000	67.46
58	MCFLS Postage Expense	\$ 600	\$ -	0.00	\$ 600	100.00
59	Member Postage Expense (9)	\$ 25,000	\$ 5,000	20.00	\$ 20,000	80.00
60	Member Forms/Supplies Exp (8)	\$ 20,000	\$ -	0.00	\$ 20,000	100.00
61	Telephone Expense	\$ 5,000	\$ 169	3.38	\$ 4,831	96.62
62	Meetings Expense	\$ 500	\$ 20	4.00	\$ 480	96.00
63	Insurance Expense	\$ 11,700	\$ 5,826	49.79	\$ 5,874	50.21
64	Legal Expense	\$ 500	\$ -	0.00	\$ 500	100.00
65	Audit Expense	\$ 12,250	\$ -	0.00	\$ 12,250	100.00
66	Payroll Service Expense	\$ 5,200	\$ 468	9.00	\$ 4,732	91.00
67	III Software Support Expense	\$ 225,976	\$ -	0.00	\$ 225,976	100.00
68	III TNS Subscr Exp	\$ 12,224	\$ 6,112	50.00	\$ 6,112	50.00
69	Member Telecomm. Expense (11)	\$ 16,800	\$ -	0.00	\$ 16,800	100.00
70	MCFLS Telecomm. Maint. Expense	\$ 5,000	\$ -	0.00	\$ 5,000	100.00
71	OCLC Expense	\$ 135,047	\$ -	0.00	\$ 135,047	100.00
72	MCFLS Computer Room Equipment	\$ 5,000	\$ -	0.00	\$ 5,000	100.00
73	MCFLS Software Expense	\$ 3,000	\$ 86	2.87	\$ 2,914	97.13
74	MCFLS Equipment Expense	\$ 6,000	\$ 107	1.78	\$ 5,893	98.22
75	Member Special Projects Expens	\$ 80,000	\$ 7,357	9.20	\$ 72,643	90.80
76	Sorting and Delivery Expense	\$ 291,700	\$ 23,153	7.94	\$ 268,547	92.06
77	South Central Delivery Expense	\$ 22,066	\$ -	0.00	\$ 22,066	100.00
78	Auto Payment/Maintenance Exp.	\$ 1,000	\$ 27	2.70	\$ 973	97.30
79	MPL Resource Contract Expense	\$ 178,457	\$ -	0.00	\$ 178,457	100.00
80	MPL Rent Lease Contract Exp.	\$ 129,815	\$ -	0.00	\$ 129,815	100.00
81	ILS Expense	\$ 36,450	\$ -	0.00	\$ 36,450	100.00
82	MCFLS Catalog Cont Exp to MPL	\$ 271,255	\$ -	0.00	\$ 271,255	100.00
83	Member Catalog Contract Exp.	\$ 163,716	\$ -	0.00	\$ 163,716	100.00
84	MCFLS Collection Dev Tool Exp	\$ 23,800	\$ -	0.00	\$ 23,800	100.00
85	Internet Expense	\$ 20,500	\$ -	0.00	\$ 20,500	100.00
86	Contingency Expense	\$ 29,451	\$ 59	0.20	\$ 29,392	99.80
87	LSTA Technology Grant Expense	\$ 11,200	\$ -	0.00	\$ 11,200	100.00
88	Member Digital Content Exp (24)	\$ 256,414	\$ -	0.00	\$ 256,414	100.00
89	Marketing	\$ 10,000	\$ 50	0.50	\$ 9,950	99.50
90	Marketing Consultant/Contract	\$ 40,500	\$ -	0.00	\$ 40,500	100.00
91	Cooperative Purchasing Sub Exp	\$ 2,000	\$ -	0.00	\$ 2,000	100.00
92	Member PC Mngmt License Ex	\$ 1,875	\$ -	0.00	\$ 1,875	100.00
93	Member MKE Mixer Exp (26)	\$ 1,400	\$ -	0.00	\$ 1,400	100.00
94	<b>Total General Expenditures</b>	\$ 3,007,606	\$ 148,936	4.95	\$ 2,858,670	95.05
95						
96	<b>Special Expenditures</b>					
97	W. Milw Borrowing Exp (30)	\$ 49,079	\$ -	0.00	\$ 49,079	100.00
98	RB - MCFLS Payment Expense	\$ 1,085,020	\$ -	0.00	\$ 1,085,020	100.00
99	Ecommerce Expense (31)	\$ 200,000	\$ 40,743	20.37	\$ 159,257	79.63
100	<b>Total Special Expenditures</b>	\$ 1,334,099	\$ 40,743	3.05	\$ 1,293,356	96.95
101						
102	<b>Total Expenditures</b>	\$ 4,341,705	\$ 189,679	4.37	\$ 4,152,026	95.63
103						
104	<b>Revenue/Expenditures +/-</b>		\$ 2,045,275			

**FOR THE YEAR 2019**

I. GENERAL INFORMATION					
1. System Name Milwaukee County Federated Library System		2. System Director Name Steve Heser		3. Certification Grade Grade 1	4. Date Certification Expires 2023-02-28
5. Street Address 709 N. 8th St.			6. Phone Area/No. (414) 286-8149		7. Fax Number Area/No. (414) 286-3209
8. Mailing Address PO Box		9. System Website URL www.mcfls.org		10. Director System Email Address steve.heser@mcfls.org	
11. City / Village / Town Milwaukee			12. County Milwaukee		13. ZIP Code 53233-2414
14. Number of Public Libraries Participating in the System 15		15. Does System Operate a Books-By Mail Program No		16. Number of Book-mobiles Owned 0	17. Estimated System Area Public Library Registered Borrowers 604,691
18. DUNS Number Nine digits 186931192					
II. SYSTEM COLLECTION					
	No. Owned / Leased	Number Added		No. Owned / Leased	No. Owned / Leased
1. Books in Print	0	0	4. Electronic Collections <i>Number available to members</i>	0	7. Licensed Electronic Video Materials <i>Units (copies) available to members</i>
2. Audio Materials	1	0	5. Licensed E-books <i>Units (copies) available to members</i>	0	8. Subscriptions <i>Exclude those in electronic format</i>
3. Video Materials	0	0	6. Licensed Electronic Audio Materials <i>Units (copies) available to members</i>	0	
III. SYSTEM SERVICES					
Circulation Transactions <i>Circulation includes items checked out by the system directly to the users. Count one for each item loaned directly to users from the system or any program administered by the system; e.g., bookmobiles, books-by-mail, etc. Do not count direct circulation from the system resource library or system member libraries.</i>			1. Total Circulation 0		2. Interlibrary Loans <i>System interlibrary loan transactions</i>
					a. Items Loaned 0
3. System Electronic Resources Use <i>Number of uses of system licensed electronic resources</i>					
a. E-book 0		b. E-audio 0		c. E-video 0	d. Electronic Collection Retrievals 0

## IV. SYSTEM BOARD AND ORGANIZATION

List the members of the system board as of the date of this report. List the president first. Indicate vacancies. Report changes to the Division for Libraries and Technology as they occur. When reporting changes, indicate departing board members.

First Name	Last Name	Street Address	City	ZIP+4	Email Address
1. President Paul	Ziehler	8103 W. Raymond Ln.	West Allis	53219	paulziehler@gmail.com
2. Kurt	Glaisner	945 W. Calumet Rd.	River Hills	53217	Kfg101@gmail.com
3. Elizabeth	Suelzer	2144 S. 76th St.	West Allis	53219	esuelzer@gmail.com
4. Guy	Johnson	3942 N. Oakland Apt 230	Shorewood	53211	gwj2423@gmail.com
5. Nik	Kovac	2961 N. Bremen St	Milwaukee	53212	nkovac@milwaukee.gov
6. Steven	Shea	901 N. 9th St, Room 201	Milwaukee	53233	n.Shea@milwaukeecountywi.gov
7. vacant	vacant	vacant	vacant	vacant	vacant
8.					
9.					
10.					
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18.					
19.					
20.					
21.					
22.					
23.					

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**V. PUBLIC LIBRARY SYSTEM INCOME**

1. County Government

a. System Member County Appropriations Received by Library System				b. Other County Payments Received	
County Name	Amount	County Name	Amount	County Name	Amount
Milwaukee	\$66,650				
		Subtotal 1a	\$66,650	Subtotal 1b	

2. State Aid to Public Library Systems	\$2,855,318
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3. Other State Funded Programs *List individually. Attach listing if necessary.*

a.

b.	
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C.	
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	Subtotal 3	
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4. Federal Aid Program name and, if LSTA, project number. List each program individually. Attach listing if necessary.

a. 19-251 Cybersecurity Awareness Training	\$17,107	f.
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b.	g.
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c.		h.	
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d.	i.
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e.	j.
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	Subtotal 4	\$17,107
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5. Contract Income from Other Governmental Units, Libraries, Library Agencies, Library Systems, etc. *List names individually. Attach listing if necessary.*

a. Revenue received from member libraries	\$697,772	f.	
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b. West Milwaukee	\$102,793	g.	
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c. Member database contract	\$280,619	h.	
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d.		i.	
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e.		j.	
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	Subtotal 5	\$1,081,184
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6. Other Income

Unexpended State Aid from Previous Year(s)	Interest Earned from State Aid Funds Investments	All Other Unexpended Funds from Previous Year(s)	Interest Earned from Other Fund Investments	Gifts and Endowments to the System	All Other Sources	Subtotal 6
	\$19,297	\$98,584	\$0	\$0	\$210,643	\$328,524

7. <b>Total Income</b> <i>Add 1 through 6</i>	\$4,348,783
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7. <b>Total Income</b> <i>Add 1 through 6</i>	\$4,348,783
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**VI. PUBLIC LIBRARY SYSTEM EXPENDITURES***Report system expenditures from all sources.*

	System State Aid**	Other State and Federal Aid*	All Other***	Annual Total
1. Salaries and Wages	\$373,383	\$0	\$0	\$373,383
2. Employee Benefits	\$183,708	\$0	\$0	\$183,708
3. System Collection Expenditures				
a. Printed Material	\$0	\$0	\$0	
b. Electronic Material	\$157,450	\$0	\$0	
c. Audiovisual Material	\$0	\$0	\$0	
d. All Other Material	\$0	\$0	\$0	
Subtotal <i>Collection Expenditures</i>	\$157,450	\$0	\$0	\$157,450
4. System Contract Expenditures <i>Attach a brief description of contracts; i.e., recipient, amount, and purpose.</i>	\$2,089,466	\$0	\$1,235,684	\$3,325,150
5. System Payments to Member Libraries <i>Attach lists of individual payments.</i>	\$0	\$0	\$0	\$0
6. All Other Operating Expenditures	\$169,192	\$17,107	\$13,065	\$199,364
7. Total Operating Expenditures	\$2,973,199	\$17,107	\$1,248,749	\$4,239,055
8. System Capital Expenditures	\$0	\$0	\$0	\$0

\* Report expenditures from federal grant funds and state funded programs other than state aid to public library systems.

\*\* Report expenditures from report year public library system state aid, state aid funds carried forward to current year, and any interest earned from those funds.

\*\*\* Report expenditures from county appropriations, contract income, gifts and endowments, and any carryover from those sources. Also include expenditures from interest earned from those sources.

**VII. SYSTEM MEMBER COUNTY APPROPRIATIONS FOR LIBRARY SERVICE**

Report the total amount appropriated for public library service for each county in your system. Include all funding, including those paid to a library system or another county's public libraries. Report the amounts for the report year. Attach the page(s) of each county budget that show the amounts below.

County Name	Amount	County Name	Amount	County Name	Amount
1. Milwaukee	\$66,650	5.		8.	
2.		6.		9.	
3.		7.		10.	
4.					

**VIII. LIBRARY SYSTEM EVALUATION AND CERTIFICATION OF COMPLIANCE**

The following statement certifies that your public library system complied with all statutory requirements for public library systems for the report year. Indicate, with a check, your system's compliance with each of the system requirements.

**s.43.24(2) For a public library system to qualify for and maintain its eligibility for state aid under this section, it shall ensure that all of the following are provided:**

Membership Agreements

☒ (a) Written agreements that comply with s. 43.15(4)(c)4. with all member libraries.☒ Copies of the most recent agreements have been filed with the Division for Libraries and Technology.

Resource Library Agreement

☒ (b) Backup reference, information, and interlibrary loan services from the system resource library, including the development of and access to specialized collections, as evidenced by a written agreement with that library.☒ Signed copies of the report year and current year resource library agreements have been filed with the division.

**VIII. LIBRARY SYSTEM EVALUATION AND CERTIFICATION OF COMPLIANCE (cont'd.)**

## Reference Referral and Interlibrary Loan

☒ **s. 43.24(2)(d) Referral or routing of reference and interlibrary loan requests from libraries within the system to libraries within and outside the system.**

- |  |   |
|--|---|
| <input type="checkbox"/> Reimbursed member libraries for ILL         | <input checked="" type="checkbox"/> Maintained a shared database of member library bibliographic records and holdings |
| <input type="checkbox"/> Maintained ILL Clearinghouse                | <input checked="" type="checkbox"/> Utilized WISCAT to promote interlibrary loan                                      |
| <input checked="" type="checkbox"/> Contracted for ILL Clearinghouse | <input type="checkbox"/> Maintained a system interlibrary loan plan   |

## Inservice Training

☒ **s. 43.24(2)(e) Inservice training for participating public library personnel and trustees.**

Indicate with a check those services carried out by your system in the report year in conjunction with this service requirement.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Conducted workshops for member library staff and trustees | <input checked="" type="checkbox"/> Provided scholarships and grants for member library staffs      |
| <input checked="" type="checkbox"/> Maintained a calendar of CE events                        | <input type="checkbox"/> Maintained a professional collection for system and member library staffs. |

☒ **s. 43.24(2)(h) Professional consultant services to participating public libraries.**

Indicate with a check those services carried out by your system in the report year in conjunction with this service requirement.

- |  |   |  |
|--|---|--|
| <input checked="" type="checkbox"/> Public library administration and governance | <input checked="" type="checkbox"/> Technical services                          | <input checked="" type="checkbox"/> Legal issues                       |
| <input checked="" type="checkbox"/> Adult services                               | <input checked="" type="checkbox"/> Interlibrary loan and resource sharing      | <input type="checkbox"/> Public relations                              |
| <input checked="" type="checkbox"/> Youth services                               | <input checked="" type="checkbox"/> Staff development (certification, CE, etc.) | <input checked="" type="checkbox"/> Reference and information services |
| <input checked="" type="checkbox"/> Library automation                           | <input checked="" type="checkbox"/> Planning and evaluation, standards          | <input checked="" type="checkbox"/> Special needs                      |
| <input type="checkbox"/> Building and remodeling                                 | <input checked="" type="checkbox"/> Collection development                      |  |

## Delivery and Communication

☒ **s. 43.24(2)(fm) Electronic delivery of information and physical delivery of library materials to participating libraries.**

Indicate with a check those services carried out by your system in the report year in conjunction with this service requirement.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Had regular courier or van delivery service               | <input type="checkbox"/> Used fax for document delivery/communication |
| <input type="checkbox"/> Provided an 800 number, phone credit card, or accepted collect calls | <input type="checkbox"/> Used mail as primary delivery system         |
| ILL transactions sent by:   |   |
| <input type="checkbox"/> Email  | <input checked="" type="checkbox"/> OCLC                              |
| <input checked="" type="checkbox"/> Regional automated system                                 | <input checked="" type="checkbox"/> WISCAT                            |
|   | <input checked="" type="checkbox"/> Published a newsletter            |

## Service Agreements

☒ **s. 43.24(2)(g) Service agreements with all adjacent library systems.**☒ Copies of the most recent agreements have been filed with the Division for Libraries and Technology.

Indicate with a check those services provided for in the adjacent library system agreements for the report year.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Reciprocal borrowing between systems  | <input type="checkbox"/> Delivery   | <input type="checkbox"/> Audiovisual services   |
| <input type="checkbox"/> Cash payments in cross-system lending | <input type="checkbox"/> Newsletter exchange                                  | <input type="checkbox"/> Cooperative purchasing |
| <input checked="" type="checkbox"/> Continuing education       | <input checked="" type="checkbox"/> Cooperative planning/information exchange |   |

## Services to Users with Special Needs

☒ **s. 43.24(2)(k) Promotion and facilitation of library service to users with special needs.**

The division interprets services to users with special needs as inclusive services. Inclusive library services are holistic, spanning library policies, collections, space, and services. Inclusive services reflect equity and accessibility for all members of the community, including services to individuals or groups for whom using the public library is difficult, limited, or minimized.

Briefly summarize the most significant specific services or initiatives carried out by your system in a special needs area in the report year. Describe the system effort in terms of the way in which the initiative is conducted by the system. Some systems provide direct services, others provide services to support library efforts.

The system supports multiple member libraries with Memory Cafe programs including financial support for the South Shore Libraries Memory Cafe. MCFLS has participated in the LibraryNow project (Milwaukee Public Library) since its inception. This project puts access to library resources into the hands of all Milwaukee Public School students, including many underserved or marginalized young people. Standing library committees, including the Adult & Reference Services committee, the Youth Services committee, and the Young Adult services committee, frequently include inclusive services as a topic in their regular meetings. For example, the Adult & Reference Services committee will have special presentations on serving an aging population and a special tech show-and-tell that features assistive technologies. The system is also working with a Milwaukee Public Library staff member on providing more awareness of Government Alliance on Race and Equity (GARE) background and resources available to member libraries.



**VIII. LIBRARY SYSTEM EVALUATION AND CERTIFICATION OF COMPLIANCE (cont'd.)****Services to Users with Special Needs (cont'd.)**

Identify the agency(ies) with which the system had the most contact in terms of a planning effort or project collaboration, or with which member libraries worked. Indicate system services or types of materials involved with, or purchased for, the project. Were any accessibility issues involved? Identify any significant marketing done by the system to support library efforts in serving special needs populations.

If the system provided any continuing education programs in the report year on special needs topics, identify the topic(s) and speaker(s)

**Other Types of Libraries**

- ☒ **s. 43.24(2)(L) Cooperation and continuous planning with other types of libraries in the system area which results in agreements with those libraries for the appropriate sharing of library resources to benefit the clientele of all libraries in the system area.**
- ☒ An advisory committee or planning group including representatives from other types of libraries met and established objectives relating to this requirement for the plan year.
- ☒ The system has agreements with other types of libraries, or if the system participates in a cooperation agreement with a multitype organization to meet the purposes of this goal, there is established a clear link between the system and the individual members of the multitype organization. Copies of the most recent agreements have been filed with the Division for Libraries and Technology.

Indicate with a check system services provided to other types of libraries in the report year.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Consultation                                | <input type="checkbox"/> Union list of serials  | <input type="checkbox"/> Back-up reference services |
| <input checked="" type="checkbox"/> Continuing education / workshops | <input type="checkbox"/> Directory of libraries | <input type="checkbox"/> Newsletter                 |
| <input checked="" type="checkbox"/> ILL (Direct)                     | <input type="checkbox"/> Delivery services      | <input type="checkbox"/> Technical services         |

**Library Technology and Resource Sharing Plan**

- ☒ **s. 43.24(2)(m) Planning with the division and with participating public libraries and other types of libraries in the area in regard to library technology and the sharing of resources. By January 1, 2000, and every 5th January 1 thereafter, the public library system shall submit to the division a written plan for library technology and the sharing of resources.**
- ☒ Member public libraries and other types of libraries in the system area had an opportunity to review and comment on the plan.
- ☒ The public library system's current technology and resource sharing plan has been filed with the Division for Libraries and Technology.

**Other Service Programs**

- ☐ **s. 43.24(2)(i) Any other service programs designed to meet the needs of participating public libraries and the residents of the system area, as determined by the public library board after consultation with participating public libraries.**

List and evaluate each service program carried out under this statute in the report year. Do not lump miscellaneous activities under a single "other" program.

**Administration**

- ☒ The system did not expend more than 20 percent of the state aid received in the report year for administration.

**IX. COLLABORATIVE ACTIVITIES**

Summary of Activities *Briefly describe collaborative activities with other libraries, public library systems, and other organizations. Exclude services and activities listed in the system's report year resource library contract.*

In 2019, MCFLS collaborated with Bridges and Kenosha Library Systems to provide cybersecurity training through a vendor called KnowBe4. Staff are tested and trained regularly each month to be better aware of malicious threats through email. MCFLS also has worked with Bridges and Lakeshore Library Systems on a marketing campaign focused on September library card sign-up month. To our knowledge this is the first multi-system marketing campaign attempted in the state. The campaign includes a consistent message delivered through billboards, Facebook ads and radio spots aimed at increasing the number of active cardholders. Evaluation is also a part of the campaign. Wisconsin Public Library Consortium. The WPLC's main collaborative project is Wisconsin's Digital Library. The amount each system funds as part of the WPLC buying pool collaboration shares the cost of a digital library platform (\$18,000) that would cost more for each system to purchase separately. It also provides, through continued WPLC buying pool participation, access to the entire multi-million dollar collection already in the digital library in addition to \$1.15 million worth of new content purchased last year. By having contributed \$129,839 in 2019, our total collaborative cost benefit equaled \$1,130,161. In 2019, MCFLS pledged its share of LSTA resources to fund the backup project being coordinated by staff at SCLS and others. The system's participation in the Dell purchasing group statewide will save our members a great deal of money on the purchase of new computers and hardware. MCFLS continues to contribute to statewide projects through the WLA. The system funded multiple scholarships to the WLA Leadership Institute and offered continued financial support for WLA lobbying activities at the state level. The system will continue to collaborate with other systems to provide support for Trustee Training Week which continues to grow in popularity. The system also offers financial support for the Wild Wisconsin Winter Web Conference. The collaboration with SEWI to provide high quality continuing education for our member libraries is extremely valuable and a model for the state. The system also collaborates and offers tech support and assistance for Tech Days each September.

Cost Benefit. *For each activity above, list the activity name and estimated cost benefit realized.*

Activity	Amount
1. WPLC OverDrive Collection	1,130,161
2. KnowBe4 Cybersecurity Training	17,000
3. Statewide Dell purchasing	20,000
4. Marketing collaboration	10,000
5. Wild Wisconsin Winter webinar series	1,500
6. SEWI Continuing Education	15,000
7. Tech Days	2,500
8. WLA Projects	10,000
9. Statewide backup collaboration	5,000
10. Trustee Training Week	1,500
Cost Benefit Total	1,212,661

**X. PUBLIC LIBRARY SYSTEM ANNUAL PROGRAM EXPENDITURES****Program Expenditures** *Provide a summary of your public library system expenditures by system service program and fund source for the report year.*

Program	System Aid, Carryover, and Interest Earned	Other State and Federal Library Program Funds	All Other Income	Total
<b>Technology, Reference and Interlibrary Loan</b> <i>See note</i>				
1. Technology	744,809	17,107	882,436	1,644,352
2. Reference	185,596			185,596
3. Interlibrary Loan	36,450			36,450
4.				
5. Electronic Resources	163,055		279,064	442,119
<b>Subprogram Total</b>	1,129,910	17,107	1,161,500	2,308,517
<b>Continuing Education and Consulting Service</b> <i>See note</i>				
1. Continuing Education	26,913			26,913
2. Consulting	65,596			65,596
<b>Subprogram Total</b>	92,509			92,509
Delivery	292,296			292,296
Library Services to Special Users	7,174			7,174
Library Collection Development	0			0
Direct Payment to Members for Nonresident Access	1,034,609		52,915	1,087,524
Direct Nonresident Access Payments Across System Borders				
Library Services to Youth	1,505			1,505
Public Information	37,339			37,339
Administration	369,900			369,900
<b>Other System Programs</b>				
1. Multi-type	7,957			7,957
2. Member Office			34,334	34,334
3.				
4.				
<b>Grand Totals</b>	2,973,199	17,107	1,248,749	4,239,055
<b>Estimated Expenditures for Technology-Related Services Provided by the System</b>	744,809	17,107	882,436	1,644,352

NOTE: Technology, Reference and Interlibrary Loan, and Continuing Education and Consulting Service Program areas may be divided into subprograms at the discretion of the system.

**XI. SYSTEM STAFF**

## 1. Personnel Listing

a. Employees Holding the Title of Librarian as of December 31 of the report year. *Include vacancies if they will be filled within one year*

First Name	Last Name	Position	MLS (ALA)	Annual Salary	Hrs. Worked per Week
Steven	Heser	Director	<input checked="" type="checkbox"/>	\$99,876	40.00
Jennifer	Schmidt	Library Systems Administrator	<input checked="" type="checkbox"/>	\$76,437	40.00
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		
			<input type="checkbox"/>		

b. Other Paid Staff *Include plant operation, maintenance, and security.*

Position	Total Annual Wages	Hrs. Worked per Week	Position	Total Annual Wages	Hrs. Worked per Week
Network Administrator	\$101,014	40.00			
Business Manager	\$72,206	40.00			
Administrative Assistant	\$25,062	25.00			

2. System Staff Full-Time Equivalents (FTEs) *Divide the total hours worked per week for each category by 40 to determine full-time equivalents.*

a. Persons Holding the Title of Librarian

i. Master's Degree from an ALA Accredited Program FTE	ii. Other Persons Holding the Title of Librarian FTE	Subtotal
2.00	0.00	2.00

b. All Other Paid Staff FTE *incl. maintenance, plant operation, and security*

2.63

c. Total Library Staff Full Time Equivalents *Add Subtotal 2a and 2b*

4.63

**XII. SYSTEM MEMBERSHIP***Attach a listing of all current public library and county members of the system.*

Indicate whether your public library system members have indicated compliance with the following membership requirements. If any of these conditions have not been met, attach a written explanation of the circumstances resulting in noncompliance and a description of actions to be taken to achieve compliance (include timelines). *A check indicates that all members have indicated compliance with the requirement.*

- ☒ The public library members are established under the provisions of Chapter 43 of the Wisconsin Statutes. [s. 43.15(4)(c)1]
- ☒ The public library members are authorized by the municipal governing board to participate in the public library system. [s. 43.15(4)(c)3]
- ☒ The public library members have entered into a written agreement with the public library system board to participate in the system and its activities, to participate in interlibrary loan of materials with other system libraries and to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library. This shall not prohibit a municipal, county, or joint public library from giving preference to its residents in library group programs held for children or adults if the library limits the number of persons who may participate in the group program or from providing remote access to a library's online resources only to residents. [s. 43.15(4)(c)4]
- ☒ The member public library's head librarian holds the appropriate grade level of public librarian certification from the Department of Public Instruction and is present in the library for at least 10 hours of each week that the library is open, less leave time. [s. 43.15(4)(c)6 and Administrative Code Rules PI 6.03]
- ☒ All counties participating in the system have entered into written agreements with the system as required under [s. 43.15(4)(b)3]
- ☒ All counties participating in the system have adopted and maintained the plan of library service submitted and approved under s. 43.11(3) and s. 43.13(1). [s. 43.15(4)(b)1]. **On the membership listing to be attached to this report, indicate the year of the last plan revision.**
- ☒ Each public library member, beginning in 2008, annually is open to the public an average of at least 20 hours each week except that for a library in existence on June 3, 2006, annually is open to the public an average of at least 20 hours or the number of hours each week that the library was open to the public in 2005, whichever is fewer. [s. 43.15(4)(c)7]
- ☒ Each public library member, beginning in 2008, annually spends at least \$2,500 on library materials. [s. 43.15(4)(c)8]

**XIII. CERTIFICATION OF STATUTORY COMPLIANCE**

As of the date of this report, indicate whether the following statutory requirements are being met by the system. If any of these requirements were not met, attach a written explanation of the circumstances resulting in noncompliance and a description of the actions to be taken to achieve compliance (include timelines). Any current written contracts or agreements not previously filed with the division providing evidence of compliance must be enclosed with this report. This report is for compliance as of the date of this report. If compliance is later not maintained in any area reported as being in compliance, notify the Division for Libraries and Technology.

Indicate compliance with the requirements below with a checkmark. Unchecked statutes indicate noncompliance.

- ☒ Library system board is constituted and operated in compliance with s. 43.17(1) and (2) and s. 43.19(1)(a) and (b).
  - ☒ Library system board has appointed a head librarian who is responsible for administration of the public library system. [s. 43.17(4)]
  - ☒ Library system is organized and operated in compliance with Wis. Stat. s. 43.15 Standards for public library systems.
- S. 43.24(2) For a public library system to qualify for and maintain its eligibility for state aid under this section, it shall ensure that all of the following are provided.
- ☒ (a) Written agreements that comply with s. 43.15(4)(c)4. with all member libraries.
  - ☒ (b) Backup reference, information, and interlibrary loan services from the system resource library, including the development of and access to specialized collections, as evidenced by a written agreement with that library.
  - ☒ (d) Referral or routing of reference and interlibrary loan requests from libraries within the system to libraries within and outside the system.
  - ☒ (e) Inservice training for participating public library personnel and trustees.
  - ☒ (fm) Electronic delivery of information and physical delivery of library materials to participating libraries.
  - ☒ (g) Service agreements with all adjacent library systems.
  - ☒ (h) Professional consultant services to participating public libraries.
  - ☒ (i) Any other service programs designed to meet the needs of participating public libraries and the residents of the system area, as determined by the public library system board after consultation with participating public libraries.
  - ☒ (k) Promotion and facilitation of library service to users with special needs.
  - ☒ (L) Cooperation and continuous planning with other types of libraries in the system area, which results in agreements with those libraries for the appropriate sharing of library resources to benefit the clientele of all libraries in the system area.
  - ☒ (m) Planning with the division and with participating public libraries and other types of libraries in the area in regard to the library technology and the sharing of resources. By January 1, 2000, and every 5<sup>th</sup> January thereafter, the public library system shall submit to the division a written plan for library technology and the sharing of resources.
  - ☒ (n) That, if the system reimburses a participating public library for the costs of providing interlibrary borrowing services to an individual who holds a valid borrower's card of another participating public library, the reimbursement shall not exceed the actual costs incurred by the public library in providing such services. The department shall promulgate rules defining "actual costs" for the purposes of this paragraph.

**CERTIFICATION**

**I CERTIFY** that to the best of my knowledge the information provided in this annual report and any attachments are true and accurate.

Signature of Public Library System Director

➤

Name of Public Library System Director

Steve Heser

Date Signed

Signature of Public Library System Board President

➤

Name of Public Library System Board President

Paul Ziehler

Date Signed

	COMMENTS	
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DRAFT

## RESOLUTION OF APPRECIATION

Paula Penebaker is leaving the Board of Trustees of the Milwaukee County Federated Library System (MCFLS) after six years of dedicated and exemplary service; and

WHEREAS, Paula Penebaker served with distinction as a Board Trustee since March, 2014 having served as Vice President; and

WHEREAS, Paula Penebaker brought a unique perspective to the MCFLS Board, simultaneously serving as the President and CEO of YWCA of Southeast Wisconsin; and

WHEREAS, Paula Penebaker assisted as trustee in the development and implementation of the MCFLS 2020-2024 Strategic Plan and has lent her expertise to the system on numerous occasions; and

WHEREAS, Paula Penebaker has consistently sought to improve MCFLS services and has, at all times, given the highest priority to the needs of the citizens of Milwaukee County; and

BE IT NOW RESOLVED, that the Milwaukee County Federated Library System Board of Trustees do herewith express heartfelt thanks to Vice President Paula Penebaker for her service, and wishes her well in all future endeavors.

FURTHERMORE, BE IT RESOLVED, that a copy of this resolution be presented to Paula Penebaker and that a copy be printed as an attachment to the agenda of the regular meeting of the MCFLS Board of Trustees held February 17, 2020.



**709 North Eighth Street  
Milwaukee, WI 53233**

**PH: 414-286-8149**

**FAX: 414-286-3209**

February 17<sup>th</sup>, 2020

To: MCFLS Board of Trustees  
From: Steve Heser, Director  
Re: Revised 2020 Director Goals

1. Promote system-wide resources and services.
  - a. Establish and help lead the new Marketing and Advocacy committee (MAC).
  - b. Identify current and new data collection priorities for marketing and advocacy.
  - c. Re-develop the existing system marketing plan.
  - d. Focus advocacy efforts on communicating with state legislators.
2. Support member library technology needs.
  - a. Create a new technology report issued annually to members focused on recommended hardware lists, replacement schedules and recommended browser, PC and printer settings. Communicate with members what MCFLS has done to support member technology needs in the past 12 months.
  - b. Identify and share best practices with member libraries with regard to establishing a library technology plan.
  - c. Seek further input from member libraries on areas where shared cost reductions can be realized.
3. Identify and compile system-wide data, including gathering feedback from users, that could inform standardization discussion and decision making.
4. Critically review any system contracts that come up for renewal with an emphasis on cost and efficiency.
5. Seek out realtor assistance in developing comparable alternatives to the current lease. Work with MPL on reviewing the data and report to the MCFLS Board by July 2020.
6. Maximize opportunities for participation presented by the Public Library System Redesign process, particularly for revising system standards and the funding formula for state aid.
7. Take advantage of professional development opportunities offered by the state and SEWI continuing education group.



# Milwaukee County Federated Library System

## 2019 Marketing Evaluation

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### Overview

The purpose of this plan was to set specific goals, activities and evaluation for marketing of system services for the remainder of 2019, but also lay the groundwork for a more comprehensive approach began in early 2020 with the formation of a marketing and advocacy committee made up of library and outside experts. This committee will be tasked with identifying data collection priorities, creating a plan for marketing system-wide services and resources as well as providing tool kits for member libraries to use in promoting their own services.



### Audience

MCFLS consists of 15 member libraries, 18 communities, and 28 library buildings serving 950,000 county residents. MCFLS is a unique system in Wisconsin because every resident is served directly through a municipal library in their community. Because Milwaukee county libraries are close together—generally within two miles of another library—some of the public believe there is a single Milwaukee County unified system. Because of this reality, member library directors recognize the value in system marketing of system services, which should increase efficiency and lessen confusion among patrons.



### Goals

- Provide groundwork for communication and marketing activities laid out in 2020-2024 MCFLS strategic plan.
- Increase use of system-provided online resources.
- Establish relationships with other library systems to extend our marketing reach and scale resources more efficiently.



## System Marketing Collaboration September 2019 Library Card Signup Campaign

In 2019, MCFLS collaborated with two other systems (Bridges and Lakeshore) on a marketing campaign centered around September Library Card Signup Month. This collaboration met our stated goal to establish relationships with other library systems to extend our marketing reach and scale resources more efficiently.

**Goal.** A 5% increase in new user registrations system-wide from September-October 2019 compared to the same period in 2018. A 2.5% increase in circulation activity system-wide from September-October 2019 as compared to the same period in 2018.

**Results.** See attached report provided by Bridges Library System



## Milwaukee County Federated Library System

# 2019 Marketing Evaluation



### Gale Courses

**Goal.** 3,300 enrollments, or a 21% increase over the 2018 number of 2,730.

**Result.** 2,930 enrollments or a 9% increase over the 2018 number.

**Summary.** The original goal might have been too high, but a 9% increase over 2018 is still strong.

#### Format

Social Media Ads

April through October 2019

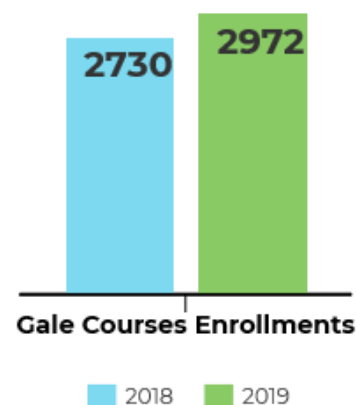
#### Cost and Clicks

\$462

1,737 Link Clicks

27 cents per click

55,259 Impressions



### Transparent Language

**Goal.** 3,550 sessions or 10% increase over the Mango Language number for 2018.

**Result.** 2,369 sessions.

**Summary.** Transparent Languages is a new resource and may need additional time to be adopted by patrons.

#### Format

Social Media Ads

April through November 2019

#### Cost and Clicks

\$633

1,544 Link Clicks

41 cents per click

72,341 Impressions



### CFRA Marketscope

**Goal.** 1,429 sessions or 10% increase over the S&P NetAdvantage number for 2018.

**Result.** 212 sessions.

**Summary.** CFRA Marketscope was a new system resource for the system but never gained a foothold. As a result the resource was discontinued for 2020.

#### Format

Social Media Ads

April through November 2019

#### Cost and Clicks

\$159

205 Link Clicks

77 cents per click

18,413 Impressions



# 2019 Library Card Ad Campaign EVALUATION REPORT

## Campaign Goals

5%

increase in new cardholders  
in Sep-Oct 2019 compared to Sep-Oct 2018

2.5%

increase in circulation activity  
in Sep-Oct 2019 compared to Sep-Oct 2018

## Project Overview

In order to raise awareness of the benefits of a library card, Milwaukee County Federated Library system partnered with Bridges Library System and Lakeshores Library System to create and implement a targeted advertising campaign for Library Card Sign-up Month in September. The message of the campaign demonstrated the personal benefits of having a library card by highlighting the range of services and materials a library card offers. It included a defined call-to-action to sign up for a library card on a new website: [www.getyourlibrarycard.org](http://www.getyourlibrarycard.org).

The target audience was residents of southeast Wisconsin- specifically Waukesha, Jefferson, Milwaukee, Racine, and Walworth counties- without a library card. The secondary audience was lapsed/in-active library users. The campaign focused on the age demographic of 45-64 year olds.

The campaign ran from September 1-30, 2019, with some billboard ads running several weeks beyond that.

## Partners

Milwaukee County Federated Library System partnered with Bridges Library System and Lakeshores Library System in order to broaden the reach of the campaign message and share costs.

# MARKETING CHANNELS

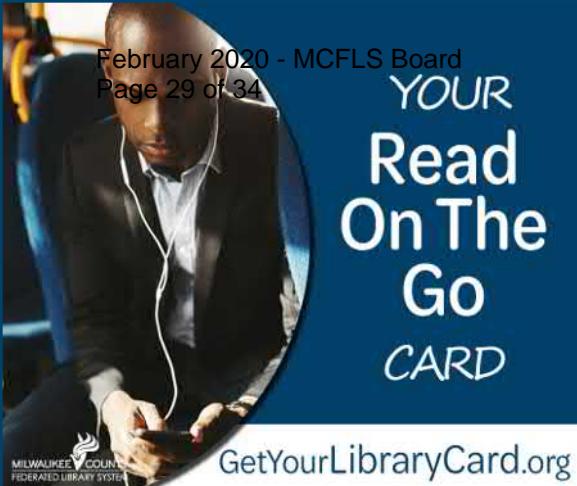


<i>Format</i>	<i>Results</i>	<i>Total CPM/CPC*</i>
Billboards	6 billboards \$2,440.00 cost 3,132,846 impressions	CPM: <b>\$0.77</b>
Facebook Ads	3 ads \$900 cost 103,415 impressions 618 clicks	CPC: <b>\$1.46</b>
Radio Ads	2 radio stations \$5,500.00 cost** 404,200 impressions 200 clicks	CPM: <b>\$13.60</b>

\*CPM= Cost per 1000 Impressions. CPC= Cost per click.

\*\*The cost of radio advertisements was divided evenly between the three participating library systems.

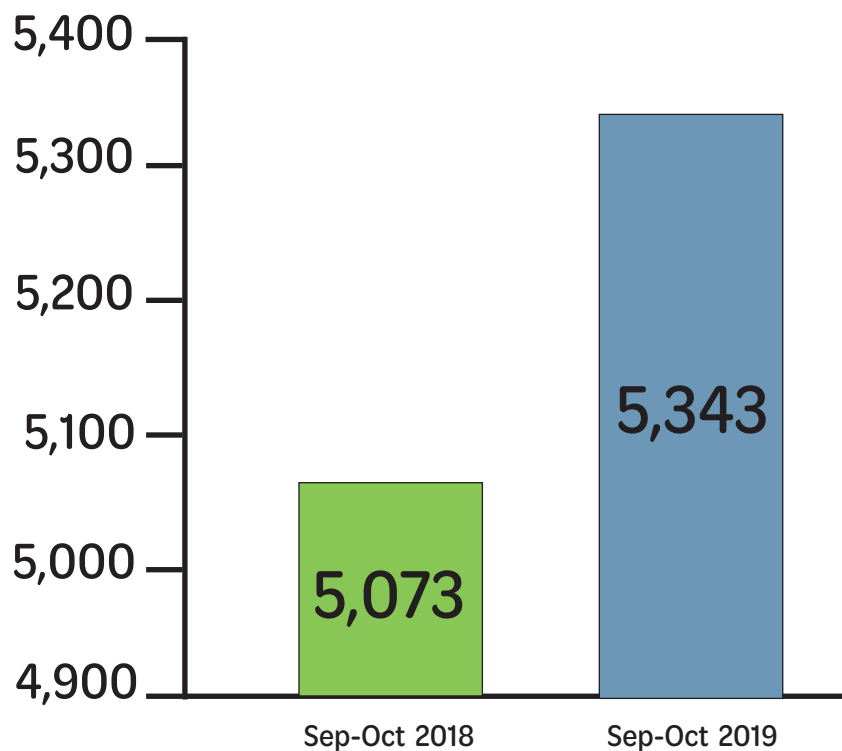




# CAMPAIGN RESULTS

The campaign exceeded our primary goal to increase the number of cardholders from September and October 2018 by 4%, with an increase of 5.05%. While we did not reach our circulation goals, total circulation activity across the system did increase slightly.

*New cardholders in Milwaukee County Federated Library System*



**5.05%**

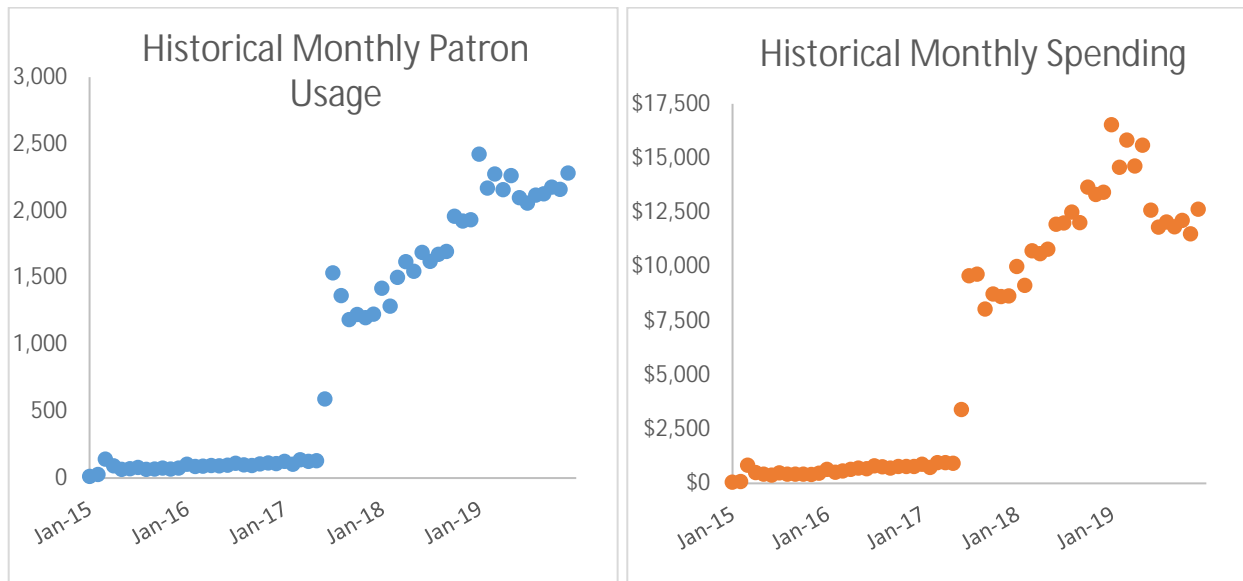
*increase in cardholders  
from 2018*

**0.49%**

*increase in circulation  
activity from 2018*

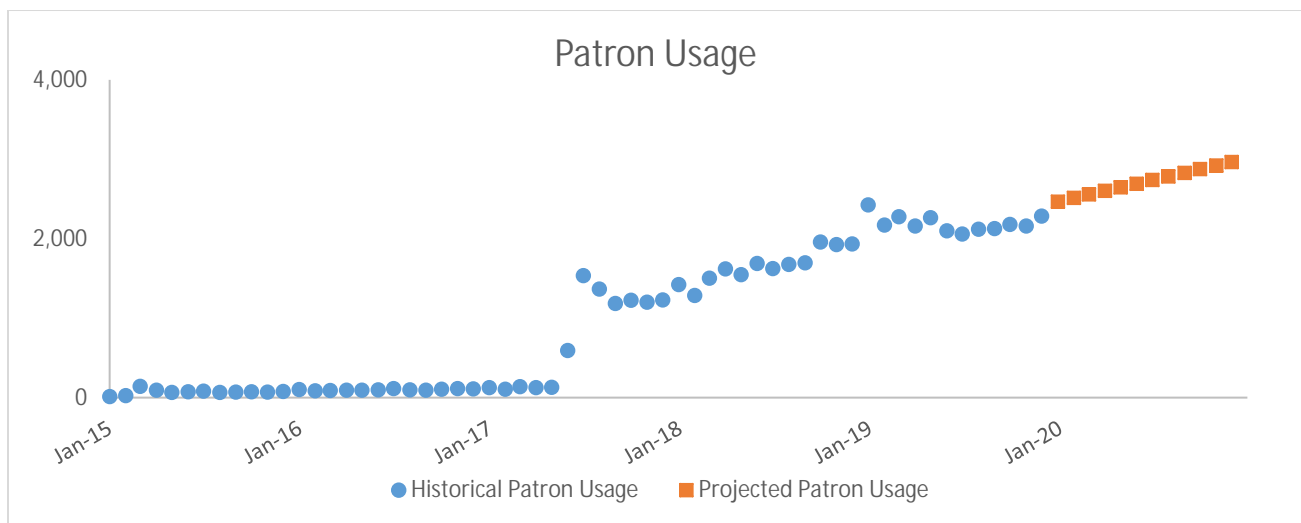
Overview: Members of the Milwaukee County Federated Library System launched hoopla in February 2015, with the remaining launching in June 2017, and the system continues to be a strong partner. The library continues to experience growth in patron usage and cost. This report details historical data, and forecasts expected usage based on the historical library data.

Historical Data: The unique hoopla model allows the library to pay for what patrons borrow. The increased spending over time is directly related to the number of patrons borrowing.



Projecting Future Usage:

- Forecast based on historical data
- Assume no changes to library marketing efforts related to hoopla
- Average Cost Per Circ: \$2.12
- Average Monthly Circ Per Patron: 2.6





Projecting Future Spending: Using expected patrons, average cost per circ, and average circ per patron we can project the following monthly spending for the next 12 months

Month	Expected Patrons	Expected Cost = Expected Patrons (X) Avg. Monthly Circ Per Patron (X) Avg. Cost Per Circ
Jan-20	2,466	\$13,400
Feb-20	2,511	\$13,700
Mar-20	2,556	\$13,900
Apr-20	2,601	\$14,200
May-20	2,647	\$14,400
Jun-20	2,692	\$14,700
Jul-20	2,737	\$14,900
Aug-20	2,783	\$15,200
Sep-20	2,828	\$15,400
Oct-20	2,874	\$15,700
Nov-20	2,920	\$15,900
Dec-20	2,966	\$16,200
Projected 2020 Fiscal Year Total		\$178,000

The library should continue to monitor usage and spending over time.

October 28, 2019

To: Milwaukee County Federated Library System and Steve Heser, Director

From: South Milwaukee Library Board

Regarding: MCFLS ILS, Resource Sharing and Technology Agreement, 2020 – 2024

At its October 22, 2019, Board of Directors meeting, the South Milwaukee Library Board (SMLB) approved the MCFLS ILS, Resource Sharing and Technology Agreement, 2020 – 2024 with an important caveat: We strongly disagree with the “New Borrower Limit” listed under the “3. Circulation” section. This article says: “A member library may establish its own New Borrower Limit for its own material.” The SMLB believes there needs to be consistency across member libraries to negate advantages that individual libraries have fostered through their much more open/lenient borrowing limits. The South Milwaukee Library, and the vast majority of member libraries, have reasonable lending limits that provide patrons with ample opportunities to borrow a number of materials. One member library on the South Shore has a virtual limitless borrowing policy that negatively affects surrounding libraries. Our reasonable limits are too often pitted against this much more open/lenient system.

Also, the SMLB feels the MCFLS, through the new agreement, is contradicting itself. Earlier in the “3. Circulation” section is this: “Member libraries are encouraged to strive for common circulation policies.” We agree. “Circulation policies,” we believe, extend to having reasonable borrowing limits.





Circulation  
414.302.8503

Reference  
414.302.8500

Children's  
414.302.8502

Mr. Paul Ziehler, Board President  
Milwaukee County Federated Library System (MCFLS)  
709 N. 8th Street  
Milwaukee, WI 53233-2414

January 23, 2020

Dear Mr. Ziehler and the MCFLS Board of Trustees,

The West Allis Public Library Board of Trustees voted to sign the 2020-2024 MCFLS ILS, Resource Sharing, and Technology Agreement (IRST Agreement) at its January 22, 2020 meeting. Two signed copies are enclosed as requested.

Although the West Allis Public Library Board has agreed to sign the documents, serious reservations regarding portions of the agreement arose during discussions. Like many other municipalities during this past budget session, the City of West Allis experienced challenges in reaching appropriate goals. Budgets for City departments have been closely scrutinized and tightened. Our Library has faced budgetary cuts that have forced us to find new efficiencies, impacting our ability to purchase new materials and hire necessary staff. In light of such fiscal sacrifices, the West Allis Public Library Board questions the MCFLS initiatives – funded through reduced reciprocal percentages over the life of the contract – to expand its role in areas that heretofore were the responsibility of individual libraries. By forcing our Library to subsidize pricey, unnecessary services for other libraries through the systematic reduction of reciprocal borrowing reimbursement, MCFLS calls into question its role as an equitable entity.

From 2009 – when state aid funding was first established as a means to reimburse net lending libraries – through the life of the most recent contract, the reciprocal reimbursement rate will have dropped 8%. Although the projects funded through the reciprocal reimbursement reduction are noble, expanding Marketing and Data Collection, an Electronic Resources Buying Pool, and other expensive initiatives are not, in our opinion, essential responsibilities of MCFLS – particularly during challenging fiscal times. Tough budget decisions made at the municipal level appear with greater emphasis when compared to the costly, non-essential choices made by the MCFLS Board at the price of continual reduction in reciprocal reimbursement.

It seems clear from our vantage point that the MCFLS Board's ratification of a long-term agreement that continues to eradicate the long-standing principals of reciprocal borrowing in order to pay for costly, unnecessary services is fiscally irresponsible. It is a blatant rebuff to system libraries that are responsibly funded and efficiently managed.

The attached agreements are signed with reservations.

Sincerely,

Michelle Wadewitz, President  
West Allis Public Library



**709 North Eighth Street  
Milwaukee, WI 53233**

**PH: 414-286-8149  
FAX: 414-286-3209**

February 17<sup>th</sup>, 2020

January/February 2020 Director's Report

### Summary of activities

1. Completed 2019 DPI system annual report for MCFLS and documented steps required to complete the process. Assisted directors in completing annual reports for their libraries.
2. Sat in on a call with all system directors and received updates from DPI staff on an upcoming PLSR implementation summit.
3. Sent a letter to West Milwaukee village president requesting payment for 2018/19 services as well as an invitation to examine adding compensation for access to electronic resources provided by the system (hoopla and OverDrive). Those resources are not currently available to West Milwaukee residents. I reached out to LDAC for comment about the concept.
4. Arranged a meeting with member library staff and TBS representatives on upcoming enhancements to MyPC and latest improvements to their scanning station product.
5. Attended an online webinar discussing Ex Libris' roadmap for services after acquiring Innovative. The status quo is in place for now and they expect to support and enhance all Innovative products for the foreseeable future.
6. Participated in LAWDS online session for the Module 1 training on February 5th. The training was recorded and is available on the MCFLS Libguides site for staff to view at their convenience.
7. Set an agenda and led discussion with our first ever Marketing and Advocacy Committee (MAC) meeting. As part of the meeting we discussed a draft of an RFP that will be used to select a consultant for data collection and marketing plan development.
8. Accompanied a reporter and crew from WUWM that will feature how delivery works in our system for their weekly "Bubbler Talk" segment. Their audio and video highlighted the great work done by our drivers and library staff.
9. Participated in the SRLAAW meeting on February 10<sup>th</sup> and Library Legislative Day on February 11<sup>th</sup>.

### Upcoming Activities

1. Follow up on the RFP for a marketing services consultant and seek board approval in March.
2. Begin process of seeking assistance for real estate appraisal of current space and comps.
3. Start work on technology report due late June.