

NOTICE

Milwaukee County  
Federated Library System  
Board of Trustees

Monday, March 16<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, February 17<sup>th</sup>, 2020  
Action [Attachment A](#)
4. Public comment
5. Library Directors Advisory Council--Report of the March 5<sup>th</sup>, 2020 Meeting  
Action [Attachment B](#)

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

Board of Trustees—Administrative reports requiring action

- |  |        |                              |
|--|--------|------------------------------|
| 6. Financial Report—February 2020                          | Action | <a href="#">Attachment C</a> |
| 7. 2019 Resource Library Report                            | Action | <a href="#">Attachment D</a> |
| 8. Draft of RFP for Data Collection and Marketing Services | Action | <a href="#">Attachment E</a> |

Administrative Informational Items

- |  |                              |
|--|------------------------------|
| 9. Discussion of local library control relative to two recent issues |                              |
| 10. Revised MCFLS Board 2020 meeting locations                       | <a href="#">Attachment F</a> |
| 11. Director's Report  | <a href="#">Attachment G</a> |

Executive Session—System Director Evaluation

- |   |
|---|
| 12. Motion to Move into Executive Session.  |
| 13. In Executive Session. Pursuant to Wisconsin Statutes 19.85(1)(c) "Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility." |
| 14. Motion to Move Out of Executive Session.  |

Next meeting date: April 20<sup>th</sup>, 3:30 p.m., South Milwaukee Library

Milwaukee County Federated Library System  
Board of Trustees

Regular Monthly Meeting held Monday, February 17, 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

Absent: Elizabeth Suelzer, Trustee

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

Others: Paula Kiely, Milwaukee Public Library  
Judy Pinger, Milwaukee Public Library

CALL TO ORDER. President Ziehler called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees to order at 3:32 p.m.

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

APPROVAL OF MINUTES. President Ziehler referred to the minutes of the Monday, January 27, 2020 meeting which are shown as Attachment A of the agenda packet. Trustee Johnson moved and Vice President Shea seconded a motion to approve the minutes as presented. Unanimously approved.

PUBLIC COMMENT. None.

LIBRARY DIRECTORS ADVISORY COUNCIL. LDAC Co-Chair Judy Pinter reviewed the January and February LDAC meetings, shown as Attachment B of the agenda packet and responded to questions by the Board pertaining to the access cards and West Milwaukee. Vice President Shea moved and Trustee Johnson seconded a motion to accept the reports and place them on file. Unanimously approved.

BOARD OF TRUSTEES – ADMINISTRATIVE REPORTS REQUIRING ACTION.

Financial Report – January 2020. President Ziehler referred to the January 2020 financial report, which is shown as Attachment C of the agenda packet. Being no questions this early in the year, Trustee

Johnson moved and Vice President Shea seconded a motion to approve the report as presented. Unanimously approved.

2019 MCFLS Annual Report. Director Hesper reported that the State Annual Report is required in order to receive the final 25% of the annual state aid funding and he reviewed the 2019 MCFLS Annual Report, which is shown as Attachment D of the agenda packet noting more collaborative activities. Trustee Johnson moved and Vice President Shea seconded a motion to approve the 2019 Annual Report and direct Director Hesper to submit as required. Unanimously approved.

[Treasurer Kovac arrived at 3:55 p.m.]

2019 Resource Library Report. Director Hesper noted that Joan Johnson from Milwaukee Public Library was unable to attend the meeting and requests that this topic be postponed until next month's meeting.

Resolution for Paula Penebaker. President Ziehler read the resolution for Paula Penebaker, shown as Attachment E of the agenda packet. Vice President Shea moved and Treasurer Kovac seconded a motion to approve the resolution (with the typo corrected) and asked that a framed copy be delivered to Paula in her absence. Unanimously approved.

2020 Revised MCFLS Director Goals. President Ziehler referred to the 2020 Revised MCFLS Director Goals, which are shown as Attachment F of the agenda packet and Director Hesper pointed to the additions as requested at last month's meeting—1.d; 2.c. and 4. Trustee Glaisner questioned how 4 would be evaluated and accomplished and Director Hesper stated he would review each contract coming up for renewal in 2020. Treasurer Kovac moved and Trustee Johnson seconded a motion to approve the 2020 MCFLS Director Goals as presented. Unanimously approved.

Director Evaluation Process and Surveys. President Ziehler explained that it has been customary to evaluate the Director by means of an electronic survey sent to the MCFLS Board, LDAC members and MCFLS staff. Judy Kaniasty reported that the surveys are ready for distribution and she will send it out in an email after this meeting. President Ziehler noted that the results will be reviewed at next month's meeting.

#### ADMINISTRATIVE INFORMATIONAL ITEMS.

MAC Committee Update and 2019 Marketing Evaluation. Steve Hesper reported that the MAC met on February 14<sup>th</sup> for two hours to get to know each other and learn why members wanted to be involved and those involved are a good group. The Consultant RFP draft was reviewed and it will be looked at by the three marketing experts that are willing to assist before being brought to the LDAC and MCFLS Board before being released for proposals. 2020 looks to be focusing on data collection. Trustee Johnson asked whether the MAC felt this is a good idea and Steve responded that he did feel that those on the MAC did feel it was needed, especially to create content for the suburban libraries so each one of them do not have to do it on their own and it was felt it was overdue.

Director Hesper next referred to the 2019 Marketing Evaluation which is shown as Attachment G of the agenda packet and he reviewed the results with the Board.

Hoopla 2020 Projections. Director Hesper referred to Attachment H of the agenda packet which is a usage projections received from Midwest Tape and the results show a decrease in monthly spending

from \$15,000-\$16,000 a month down to \$14,000 now when the decision was made to decrease users from six uses to four in an attempt to control spending. Director Heser will continue to monitor and make recommendations for change as needed but feels spending looks to be within budget at this time with a budget of \$220,000 (\$135,000 MCFLS and \$85,000 members). Steve added that Hoopla will be added to the MCFLS app soon which may affect usage and that will be watched closely.

Letters from West Allis and South Milwaukee library boards. President Ziehler reported that all members have signed the ILS, Resource Sharing and Technology Agreement, however two additional letters have been received – once from West Allis and another from South Milwaukee Library Boards, which are shown as Attachment I of the agenda packet. Discussion ensued regarding the concerns expressed in those two letters and Director Heser was directed to look into the concerns expressed in the South Milwaukee letter and draft a response for the Board will review at next month's meeting.

Director's Report. Director Heser reviewed his report, which is shown as Attachment J of the agenda packet pointing out point #8 in particular. Treasurer Kovac questioned whether there was a way on the new CountyCat app to search events at all member libraries for those that are interested. Library Systems Administrator Jen Schmidt noted that there is not at this time a system-wide events calendar to be searched.

NEXT MEETING. Scheduled for March 16, 3:30 p.m. in the MCFLS Conference Room.

ADJOURMENT. With no further business to be addressed, Vice President Shea moved and Trustee Johnson seconded a motion to adjourn the meeting at 4:24 p.m. Unanimously approved.



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Central Library*

Date: 3/6/2020

To: MCFLS Board of Trustees  
From: Judith Pinger – Associate Library Director IT, Tech Services and Collections  
Milwaukee Public Library  
Summary of LDAC Meeting: 3/5/2020  
Location: Brown Deer Library

**Discussion**

**The Wisconsin Public Library Consortium (WPLC) proposal to increase state wide digital buying pool.**

- WPLC is proposing either a 5% annual increase or a \$57,500 annual increase to the Overdrive digital buying pool over 5 years beginning in 2021.
- Discussion ensued about viability of continually adding local money to the Overdrive statewide resource when digital holds are five and six months long. Is there a better way to administer this program?
- The LDAC informally leans toward not approving a 5% annual increase for the statewide program but is interested in adding to the local MCFLS Advantage account within Overdrive.
- The LDAC requested additional data from WPLC to make a recommendation: how other states administer this program and user/hold/circulation rates.

**Access Card Proposal Follow-up**

- The proposal for a county wide Access (Fee) Card for out of county residents was indefinitely tabled. It was determined that there were too many variables among locations to make it a viable option.

**MCFLS Marketing and Advocacy Committee (MAC)**

- The inaugural meeting of the MAC committee was held on 2/14/20.
- Purpose is to direct Marketing and Advocacy activities as it relates to MCFLS.
- Draft RFP review for Data Collection and Marketing Services Coordinator position.



**MILWAUKEE**  
**PUBLIC LIBRARY**

*Central Library*

**Technology**

**Hoopla Account Consolidation**

- Jen Schmidt (MCFLS) introduced the topic of administrative Hoopla account consolidation into one MCFLS account starting April 1st. This would enable enhanced patron troubleshooting, continued metrics gathering and future integration into the new Communico mobile app.

**Cybersecurity Training**

- The current KnowB4 cybersecurity training subscription expires in July. Discussion ensued on continuing cyber security training beyond July. Wauwatosa and Milwaukee are planning to utilize their municipal cybersecurity training while other LDAC libraries are interested in continued training.

**Sierra Text Notices**

- Jen Schmidt (MCFLS) introduced the topic of patrons now having the ability to opt in to Circulation notifications via text message. A repurposed field within the Sierra ILS will allow this.

**Informational**

**Museum Adventure Pass**

- A suburban Chicago program that pairs public libraries with museums in their area sparked a discussion about current library cultural passes. Both Wauwatosa Library and Brown Deer Library have negotiated with several cultural institutions to provide circulating cultural passes for checkout. The Milwaukee County Domes and the Milwaukee County Zoo were two examples.

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	\$ 47,466	(100.00)	\$ -	0.00
7	Interest on Invested Funds	\$ 7,500	\$ -	0.00	\$ 7,500	(100.00)
8	Member Forms/Supplies Rev (60)	\$ 20,000	\$ 3,750	(18.75)	\$ 16,250	(81.25)
9	Member Postage Revenue (59)	\$ 25,000	\$ 4,550	(18.20)	\$ 20,450	(81.80)
10	Member OCLC Revenue	\$ 121,591	\$ 85,080	(69.97)	\$ 36,511	(30.03)
11	Member Telecomm. Revenue (69)	\$ 16,800	\$ 10,800	(64.29)	\$ 6,000	(35.71)
12	Member III Softwre Maint-Basi	\$ 179,267	\$ 134,354	(74.95)	\$ 44,913	(25.05)
13	Member III Softwre Maint-Other	\$ 46,709	\$ 39,108	(83.73)	\$ 7,601	(16.27)
14	Member Tech. Assist.-Time Rev.	\$ 15,000	\$ 6,357	(42.38)	\$ 8,643	(57.62)
15	Member Special Projects Revenu	\$ 80,000	\$ 22,649	(28.31)	\$ 57,351	(71.69)
16	Member Cataloging Contract Rev	\$ 163,716	\$ 113,745	(69.48)	\$ 49,971	(30.52)
17	Member Database Revenue (55)	\$ 62,174	\$ 49,539	(79.68)	\$ 12,635	(20.32)
18	Member Catalog Enhancement Rev	\$ 29,648	\$ 23,638	(79.73)	\$ 6,010	(20.27)
19	Member Ecommerce Transaction	\$ 10,000	\$ 1,886	(18.86)	\$ 8,114	(81.14)
20	TNS Calls/Notices Revenue (43)	\$ 1,260	\$ 304	(24.13)	\$ 956	(75.87)
21	Carryover Revenue	\$ 35,000	\$ -	0.00	\$ 35,000	(100.00)
22	Staff Benefits/Co-Pay Revenue	\$ 37,967	\$ 5,864	(15.44)	\$ 32,103	(84.56)
23	LSTA Technology Grant Revenue	\$ 11,200	\$ -	0.00	\$ 11,200	(100.00)
24	Member Digital Content Rev (88)	\$ 256,414	\$ 191,937	(74.85)	\$ 64,477	(25.15)
25	Member PC Mngmt License Rev	\$ 2,545	\$ 644	(25.30)	\$ 1,901	(74.70)
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	\$ 2,916,485	(71.26)	\$ 1,176,141	(28.74)
28						
29	<b><u>Special Revenues</u></b>					
30	W. Milw Borrowing Rev (97)	\$ 49,079	\$ 49,079	(100.00)	\$ -	0.00
31	Ecommerce Revenue (99)	\$ 200,000	\$ 40,773	(20.39)	\$ 159,227	(79.61)
32	<b><u>Total Special Revenues</u></b>	\$ 249,079	\$ 89,852	(36.07)	\$ 159,227	(63.93)
33						
34	<b><u>Total Revenues</u></b>	\$ 4,341,705	\$ 3,006,337	(69.24)	\$ 1,335,368	(30.76)
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	\$ 30,499	16.61	\$ 153,074	83.39
40	Salaries Expense	\$ 381,639	\$ 58,415	15.31	\$ 323,224	84.69
41	Telephone Renewal Expense	\$ 612	\$ 102	16.67	\$ 510	83.33
42	Member Ecommerce Transaction E	\$ 10,000	\$ 711	7.11	\$ 9,289	92.89
43	TNS Calls/Notices Expense (20)	\$ 1,260	\$ 203	16.11	\$ 1,057	83.89
44	Mileage/Auto Maint Expense	\$ 700	\$ -	0.00	\$ 700	100.00
45	Conference/Training Expense	\$ 6,500	\$ 441	6.78	\$ 6,059	93.22
46	Memberships Expense	\$ 5,000	\$ 3,310	66.20	\$ 1,690	33.80
47	Continuing Education Expense	\$ 9,000	\$ -	0.00	\$ 9,000	100.00
48	Office Supplies Expense	\$ 1,000	\$ 283	28.30	\$ 717	71.70
49	Copy Machine Maint. Expense	\$ 2,500	\$ 193	7.72	\$ 2,307	92.28
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

53	MCFLS Buying Pool	\$ 135,000	\$ 15,000	11.11	\$ 120,000	88.89
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	\$ 50	8.33	\$ 550	91.67
59	Member Postage Expense (9)	\$ 25,000	\$ 6,950	27.80	\$ 18,050	72.20
60	Member Forms/Supplies Exp (8)	\$ 20,000	\$ 8,199	41.00	\$ 11,801	59.01
61	Telephone Expense	\$ 5,000	\$ 437	8.74	\$ 4,563	91.26
62	Meetings Expense	\$ 500	\$ 108	21.60	\$ 392	78.40
63	Insurance Expense	\$ 11,700	\$ 5,793	49.51	\$ 5,907	50.49
64	Legal Expense	\$ 500	\$ 1,769	353.80	\$ (1,269)	(253.80)
65	Audit Expense	\$ 12,250	\$ 2,675	21.84	\$ 9,575	78.16
66	Payroll Service Expense	\$ 5,200	\$ 807	15.52	\$ 4,393	84.48
67	III Software Support Expense	\$ 225,976	\$ 118,201	52.31	\$ 107,775	47.69
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	\$ 886	0.66	\$ 134,161	99.34
72	MCFLS Computer Room Equipment	\$ 5,000	\$ -	0.00	\$ 5,000	100.00
73	MCFLS Software Expense	\$ 3,000	\$ 226	7.53	\$ 2,774	92.47
74	MCFLS Equipment Expense	\$ 6,000	\$ 236	3.93	\$ 5,764	96.07
75	Member Special Projects Expens	\$ 80,000	\$ 25,049	31.31	\$ 54,951	68.69
76	Sorting and Delivery Expense	\$ 291,700	\$ 46,341	15.89	\$ 245,359	84.11
77	South Central Delivery Expense	\$ 22,066	\$ 11,082	50.22	\$ 10,984	49.78
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	\$ 125	0.61	\$ 20,375	99.39
86	Contingency Expense	\$ 29,451	\$ 2,793	9.48	\$ 26,658	90.52
87	LSTA Technology Grant Expense	\$ 11,200	\$ -	0.00	\$ 11,200	100.00
88	Member Digital Content Exp	\$ 256,414	\$ 15,000	5.85	\$ 241,414	94.15
89	Marketing	\$ 10,000	\$ 181	1.81	\$ 9,819	98.19
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	\$ 25	1.79	\$ 1,375	98.21
94	<b>Total General Expenditures</b>	\$ 3,007,606	\$ 414,368	13.78	\$ 2,593,238	86.22
95						
96	<b>Special Expenditures</b>					
97	W. Milw Borrowing Exp (30)	\$ 49,079	\$ 49,079	100.00	\$ -	0.00
98	RB - MCFLS Payment Expense	\$ 1,085,020	\$ 1,085,020	100.00	\$ -	0.00
99	Ecommerce Expense (31)	\$ 200,000	\$ 40,743	20.37	\$ 159,257	79.63
100	<b>Total Special Expenditures</b>	\$ 1,334,099	\$ 1,174,842	88.06	\$ 159,257	11.94
101						
102	<b>Total Expenditures</b>	\$ 4,341,705	\$ 1,589,210	36.60	\$ 2,752,495	63.40
103						
104	<b>Revenue/Expenditures +/-</b>		\$ 1,417,127			



# MEMO

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March 5, 2020

To: Milwaukee County Federated Library System Board of Trustees

From: Paula Kiely, Milwaukee Public Library Director

RE: 2019 - Resource Library Annual Report

The Milwaukee Public Library (MPL) is honored to serve as the Resource Library for the Milwaukee Federated Library System, providing backup reference, consulting and other services included in the 2016-2019 Resource Library Agreement (Agreement) dated January 20, 2016.

As agreed, an annual activities dashboard report (Dashboard) has been prepared and is part of your packet today. To provide an overview of all the services we provide we have included data for Interlibrary Loan (ILL) services, which is covered under a separate agreement. The following summarizes highlights from the report.

#### Training and consulting

Training and consulting includes 1:1 meetings by phone and in-person, tours and meetings for small group delegations, as well as classroom style presentations to larger groups. The bulleted list includes some of the topics covered under consulting, most notably Active Shooter Training, meetings on the Libraries Activating Workforce Development Skills (LAWDS) project, the DPI Inclusive Services Assessment Guide and a day-long in-service for youth and young adult services staff. For the first time in 2019, MPL's Communications and Marketing Director provided support, including for the Fall library card sign-up campaign.

#### Reference transactions, retrievals and circulation

A semi-annual survey of in-person, phone, virtual and electronic reference services indicates that MPL staff have been able to serve over 6,500 suburban residents, 3900 from outside the County, and over 2500 out of state. Retrieval requests are received by phone and in-person for materials stored in open and closed stacks, serving over 1,100 suburban residents. MPL circulated 313,891 items to patrons who picked up their items at suburban locations. In the reverse, stats show that the number of items from the various suburban locations that were checked out at MPL locations was 148,690 items.

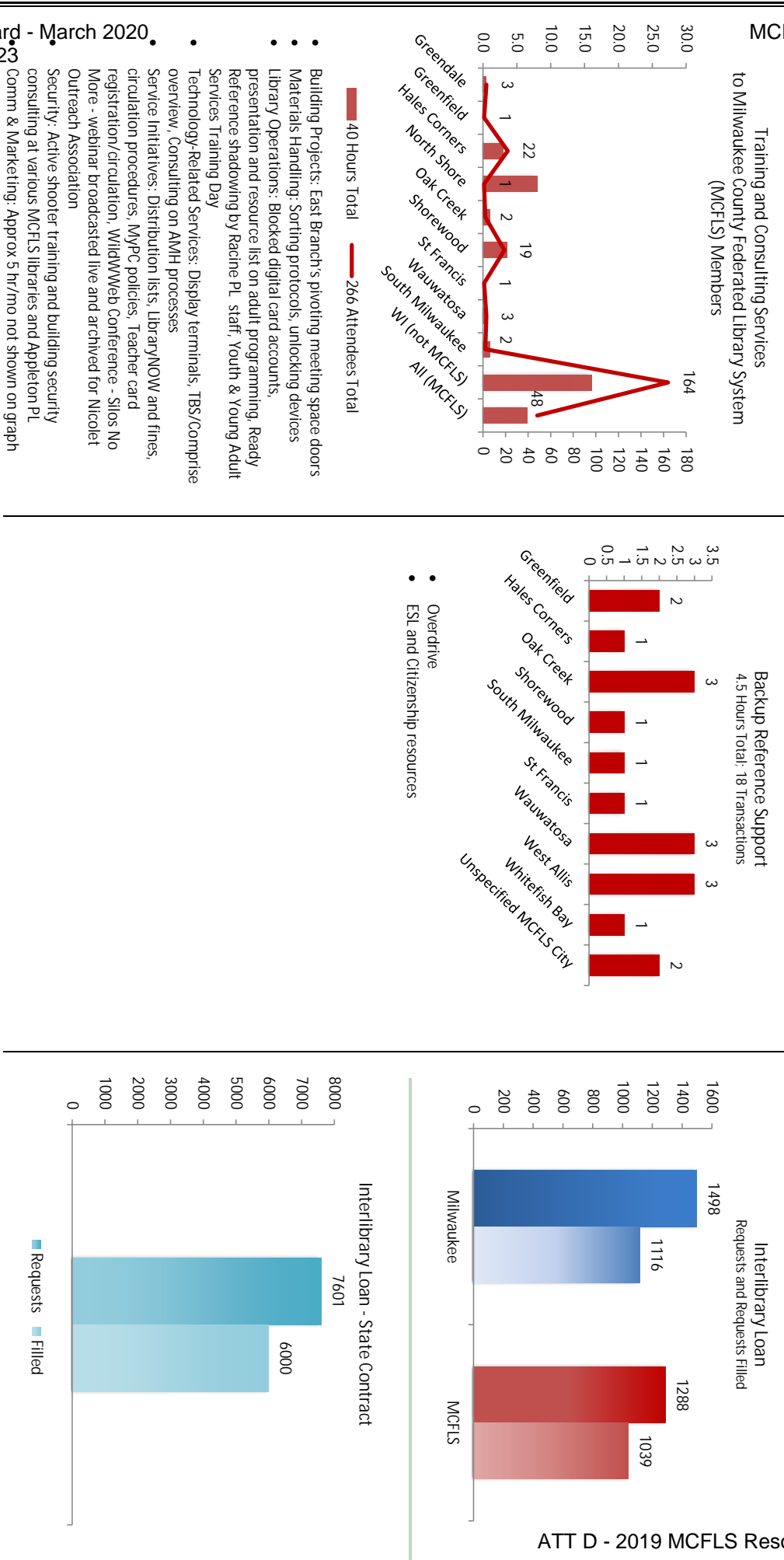
#### Tours, Programs and Outreach

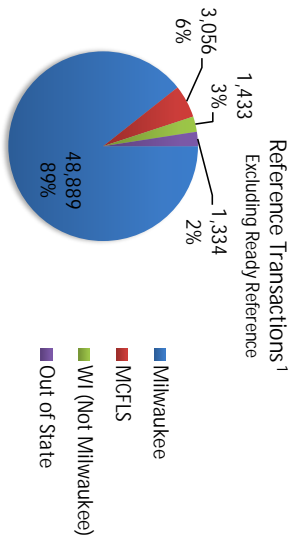
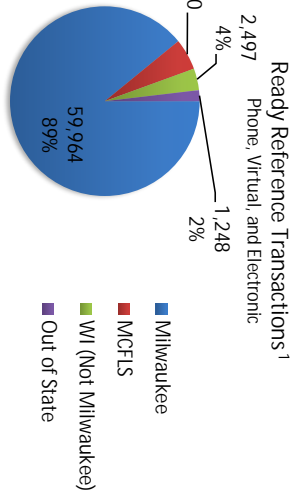
We counted that over 650 suburban residents visited for presentations or tours at MPL locations. For Summer Reading Program, outreach events and the few public programs for which residency data was captured, we served a minimum of 300 suburban residents and likely several hundred more. It's difficult to confirm an actual count because of the cross-over ZIP codes (nearly 10,000 served) and the inability to fully capture the data.

C: Michelle Bria, Milwaukee Public Library Board President  
Steve Hesser, MCFLS Executive Director  
Joan Johnson, MPL Deputy Library Director

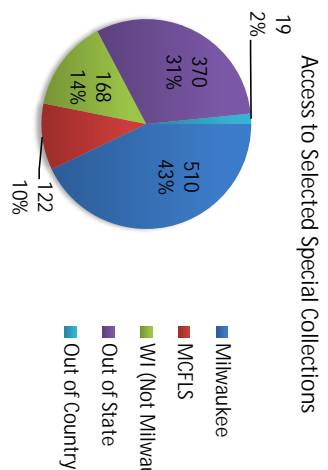
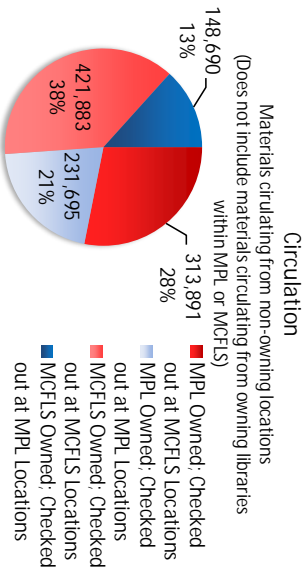
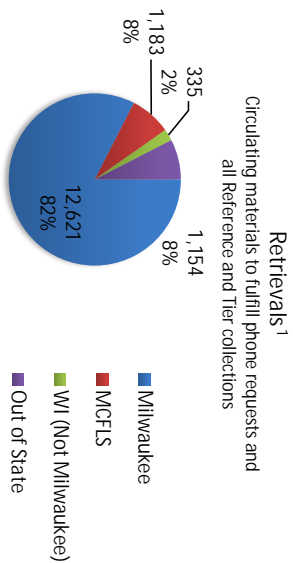
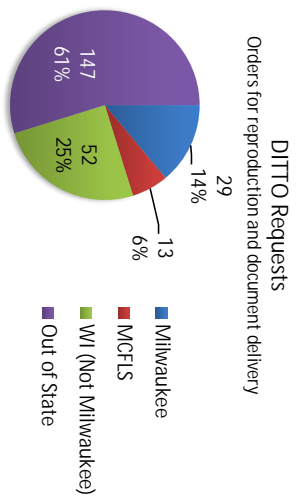


## 2019 Resource Library Dashboard

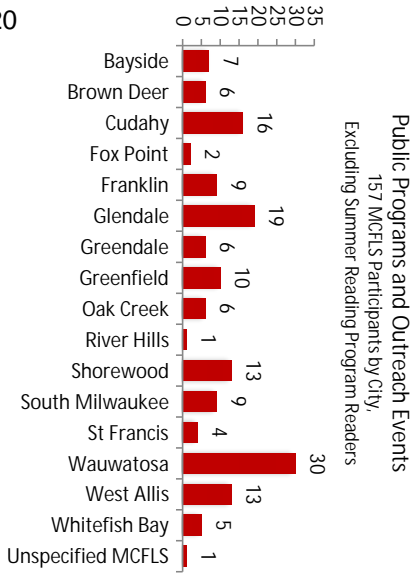
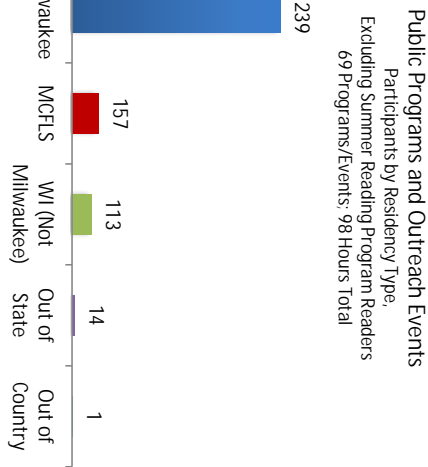




<sup>1</sup> One week surveys conducted in April and October



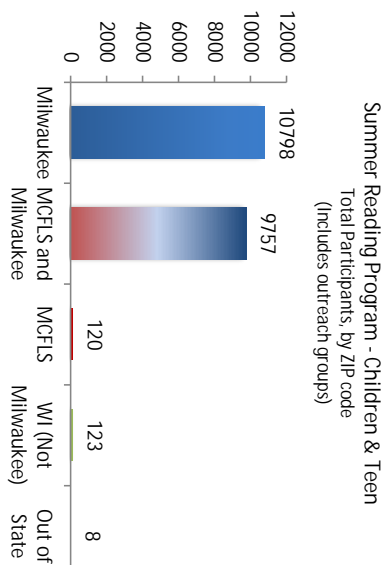
- Architectural Archives
- Arts, Music and Recreation Special Collections
- City Archives
- Great Lakes Marine
- Historic Performing Arts
- Historic Photographs
- Humanities Special Collections
- Local History Manuscripts
- Milwaukee Road
- Milwaukee Public Library's History
- Poster
- Trostel Collection

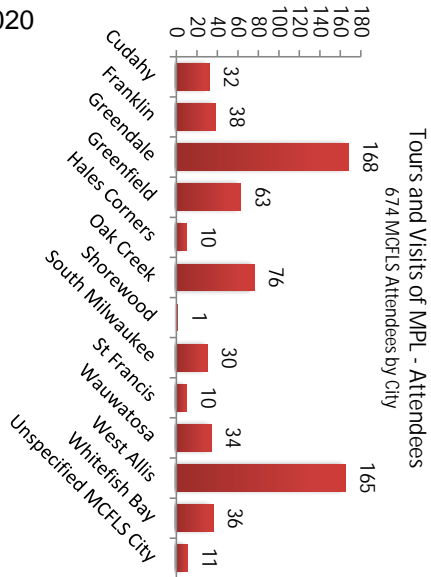
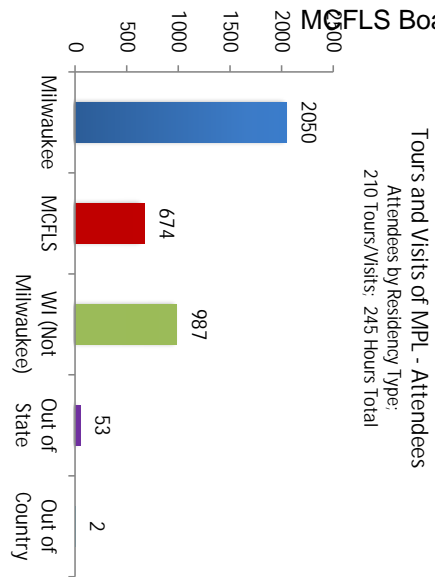


### Milwaukee Public Library – 2019 Resource Library Dashboard

#### Public Programs and Outreach Event Examples

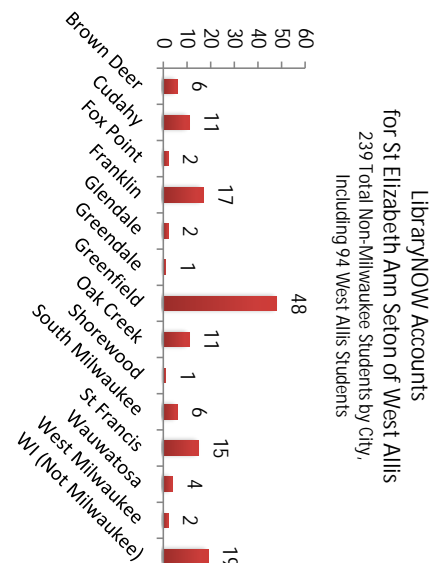
- Administration: Author Aarti Shahani, Library Loud: MPL Live Rap Battle, The Science of Marvel: Kyle Hill on the Science Behind Superheroes, The Story of the Menominee
- Archives & Special Collections: Preserving Family Memories: Treasures of the Great Lakes – 60 Years of WWHS, Genealogy and Interesting Vessels, Haunted Vessels and Lighthouses, Interesting Vessels, Life on an Ore Carrier, Lighthouses: Some Local, Some Haunted, Schooners of Door County and the Great Lakes, Whalebacks, 5 USS Milwaukeees
- Arts & Media: Beauty DIY Make and Take
- Business, Technology, Science, Periodicals: 3rd Annual Job Expo-Central Library, An Entrepreneurship Imperative for Black America: A Response to Black America's Hidden Entrepreneurship Think Tank, Book a Business Librarian, Celebrating the Achievements of Black Inventors, Creative Community-Creative Economy Week, Essential Oils for Stress, Essential Oils Program, Flip & Sip Book Club, Green Smoothies for Your Health, Introduction to E-Commerce, Jump Start Your Art Business-Creative Economy Week, Let's Talk Investing, Onsite Recruitment Event with Goodwill, Patent Searching 101, Small Business Resources 101, Spinal Health Program, UMOS Bootcamp
- Central Library Children's Room: Spring Break Scavenger Hunt
- East: Book to Art Club, Citizen Jane film screening, I am Evidence Documentary Screening, Open Mic Poetry program, Read a Romance Month program
- Humanities: House History, Researching Your Family Tree
- Mitchell Street: Michael Twitty Author Event
- Tiptecanoe: Demystifying Islam, Moons of Our Solar System, Transgender 101
- Zablocki: Chair Yoga





#### Milwaukee Public Library - 2019 Resource Library Dashboard

- Tours: Central Library general and architectural building; Green Roof; Map Collection; Milwaukee Road and Business, Technology, Science, Periodicals Department Behind the Scenes; Photos/videos in Central Library Rotunda; birthday, engagement, family, formal dances, graduation, model portfolio, personal, professional headshots, Quinceanera, school and art projects, senior, wedding; Review of MPL services to marginalized population
- Presentations to: General public; ABLE: Benedict Center Outreach; BID/MID Fair; Burlington Public Library; Business Now Entrepreneurship Summit; Center for Veterans Issues; Cosplay/Anime Milwaukee convention; County Circuit Court Judge; Department of Administrative Services Economic Development Land Information Office staff; Employ Milwaukee-Coordinating Council Meeting; Goodwill; HCCW-Small Business Resources 101 (Spanish); High schools: Brookfield East, Cudahy, Divine Savior Holy Angels, Dominican, Franklin, Germantown, Greendale, Greenfield, Greenfield Whittall, Hartland Arrowhead, Marquette University, Martin Luther, Menomonee Falls, Muskego, New Berlin Eisenhower and West, Oak Creek, Riverside University, Rufus King, South Milwaukee, St Francis, Sussex Hamilton, Veritas, Wauwatosa West, West Allis Central and Hale, Whitefish Bay; Journey House Tour; Manpower: Men's Seminar and Ready, Set, Work! Women's Event; Marquette University Sorority Executive Board; MATC: Mexican Fiesta-Diversity Committee Outreach; MIAD: Milwaukee Children's Group; Miss Milwaukee Area Outstanding Teen scholarship pageant photos; Pride Fest; Project Homeless Connect; SBDG: StopFakes Gov Roadshow Outreach; The Bindery; United Church of Christ General Synod; Urban Milwaukee; UW-Milwaukee; UWM's Entrepreneurship Center-Outreach; WI SBA Rep



## **REQUEST FOR PROPOSAL**

### ***Data Collection and Marketing Services Consultant***

#### **1. OVERVIEW**

The Milwaukee County Federated Library System (the System) is seeking proposals from an organization with data collection and marketing expertise to provide consultative insights, recommendations and support to raise general awareness and advocacy of the System and its member libraries. The selected organization will work with the System's Marketing and Advocacy Committee (MAC) to achieve a number of outcomes specified in the System's 2020-2024 Strategic Plan.

The contract with the selected organization will be managed by the System Director. The selected organization's key project team will work with the System's MAC committee in pursuit of identified objectives and audiences to achieve the outcomes and metrics reflected in a scope of work to be developed. The System will also employ a part-time contract worker for marketing support to assist the selected organization in achieving these outcomes.

Proposals must be received by **April 10<sup>th</sup>, 2020**. The System will review proposals and expects to select an organization based upon a proposal document and references, then negotiate and sign a contract by **April 30<sup>th</sup>, 2020**. The contract period will be for a two-year period, with a one-year renewal option.

#### **2. BACKGROUND**

The Milwaukee County Federated Library System (MCFLS) consists of 15 member libraries, 18 communities, and 27 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 of the system's small geographic area and dense population, MCFLS member libraries need to work together closely to meet the needs of residents that often don't notice or understand the differences between each library. Given this environment, member libraries recognize the value in marketing system services to all users while noting a need for assistance in developing marketing plans to serve their own communities.

#### **3. OBJECTIVES AND AREAS OF FOCUS**

##### **Summary**

The System's MAC committee is focused on providing public awareness, voice and visibility for the System, its member libraries, and shared services and resources to broadly communicate the value and opportunities public libraries provide to our communities.

The selected organization will be asked to work with the System as both a data analyst and marketing consultant on a slate of projects reflected in the objectives and goals within this document.

## **Objective 1. Cultivate learning from data insights**

### **Goals**

1. Identify current and new data collection priorities to support marketing development and implementation.
2. Establish baseline metrics and standards for assessment of System strategic plan objectives related to data.

### **Strategies**

1. Concentrate initial efforts on collection of data that already exists: Sierra ILS, annual reports database use, demographics, social media and other sources.
2. Identify resources in use and community needs which may not be delivered currently.
3. Benchmark/assess other libraries or library systems for best practices.
4. Create focus groups related to priorities for 2020 that can be tapped to respond to surveys.
5. Work with member libraries to determine standards for useful data points.

### **Deliverables**

1. Initial core set of data for determining marketing strategies and evaluation will be identified and analyzed for marketing plan development and 2021 implementation.
2. Initial marketing plan development by the end of 2020.
3. Data sets to help with system advocacy will have been identified, gathered and compiled into a usable report and formats for implementation in 2021. This would include development of information and communication templates for member library use.

## **Objective 2. Increase awareness and understanding**

### **Goals**

1. Increase awareness and use of system-wide and member library services and resources.
2. Reach underserved populations and those that do not or infrequently visit and use our member libraries.

### **Strategies**

1. Redevelop the existing system marketing plan using data collection priorities in Objective 1.
2. Communicate with member libraries what the system is actively doing to promote awareness of libraries and meet member and county resident needs for system-wide library services and resources.
3. Collaborate with other library system and statewide marketing and related data gathering efforts.

### Deliverables

1. Marketing plan development and 2021 implementation.
2. Develop a regular report that will communicate with member libraries on marketing efforts as well as evaluate the impact of those efforts.
3. Seek collaboration with neighboring systems on marketing campaigns and participate in statewide efforts on marketing library services and resources.

### **Objective 3. Provide resources, tools and opportunities for member libraries to develop and implement marketing plans**

#### Goals

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

#### Strategies

1. Assist System staff in gathering and compiling data, information and stories for local library marketing to identify priorities, audiences, messages and metrics.
2. Assist System staff in developing marketing plan support for member libraries.

#### Deliverables

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

## **4. TIMELINE**

March 17 <sup>th</sup> , 2020	RFP Issued
April 3 <sup>rd</sup> , 2020	Questions due by noon (CDT)
April 10 <sup>th</sup> , 2020	Proposals due
April 13 <sup>th</sup> week	Proposal review, vendor selection
April 30 <sup>th</sup> week	Negotiation and contract finalization
May 4 <sup>th</sup>	Work commences

## **5. QUESTIONS REGARDING RFP**

Questions surrounding this RFP should be submitted via email to Steve Hesper, System Director ([steve.hesper@mcfls.org](mailto:steve.hesper@mcfls.org)) by noon, **April 3<sup>rd</sup>**. Steve Hesper is the sole point of contact at the

System for questions regarding this solicitation. Responses will be provided via either email or telephone by noon, **April 6<sup>th</sup>**.

## **6. PROPOSAL**

### **6.1 PROPOSAL CONTENTS**

Please limit your Proposal to no more than a dozen (12) pages.

#### **6.1.1 Cover Letter**

Please include the following: (1) a letter of interest signed by the organization principal with a statement of availability to complete the work; (2) the identification of the proposer, including name, address, email address and telephone number; (3) the name, title, address, email and telephone number of contact person during period of Proposal evaluation; and (4) the signature of a person authorized to bind proposer to the terms of this Proposal.

#### **6.1.2 General Company Profile and Experience**

Briefly provide general information about the organization's experience, capabilities, and length of time the organization has been in the business of performing work of a similar nature.

#### **6.1.2 Professional Credentials of Key Staff**

Please identify and list the functions of the key staff who would be assigned to work on projects which might be assigned under this contract.

Briefly describe a summary of the professional credentials and experience of the project manager and key assigned staff. Do not include lengthy resumes or vitae.

#### **6.1.3 Project Approach**

Describe how you propose to approach and meet the objectives listed above for this project if you are selected for this project.

Provide links (preferred) or examples of similar work and results.

#### **6.1.4 Budget/Cost Scenarios**

##### **Budget**

The System anticipates a first year contract budget not-to-exceed \$20,000 to cover billable costs associated with work performed with the selected organization under this contract.

##### **General Rates**

Please include a cost proposal reflecting the hourly/daily rate of key staff who would likely be assigned to the project. Hourly/daily rates will be considered in the proposal criteria.

### **6.1.5 References**

Provide contact information for three to five references who can describe similar or related work you have performed.

## **6.2 SUBMITTING A PROPOSAL**

Formal sealed proposals should be submitted via mail, courier, or in-person. Proposals should be in writing and include all relevant materials which support, validate or demonstrate the qualifications of the submitter.

The deadline for submission/receipt is noon, April 10<sup>th</sup>, 2020.

Submit Proposal to:

Steve Heser  
System Director  
[steve.heser@mcfls.org](mailto:steve.heser@mcfls.org)  
Milwaukee County Federated Library System  
709 North 8<sup>th</sup> Street  
Milwaukee, WI 53233

Please contact Steve Heser at [steve.heser@mcfls.org](mailto:steve.heser@mcfls.org) to assure the Proposal has been received. The Milwaukee County Federated Library System shall not be responsible for any costs incurred by the organization in preparing, submitting or presenting its response to the RFP.

All Proposals received after the designated time stated will not be considered.

## **6.3 REVISION/REJECTION OF PROPOSALS**

The Milwaukee County Federated Library System reserves the right to “revise” or “amend” the RFP prior to the Proposal due date by “written addenda.”

## **6.4 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE**

All proposals received shall become the property of the Milwaukee County Federated Library System and remain confidential until a contract, if any, resulting from this request is signed by the System Director. After a contract is signed, all Proposals received shall be deemed public records as defined in Section 19.35 of the Wisconsin State Statutes.

The Milwaukee County Federated Library System reserves the right to request clarification of information submitted, and to request additional information from any proposer.

The Milwaukee County Federated Library System reserves the right to reject any Proposal for any reason including, but not limited to the following: (1) any Proposal which is incomplete, obscure, irregular, or lacking necessary detail and specificity; (2) any Proposal which has any qualification, addition, limitation, or provision attached; (3) any proposer who (in the sole judgement of the Milwaukee County Federated Library System) lacks the qualifications or responsibility necessary to perform the work; (4) any Proposal for which a proposer fails or neglects to complete and submit any qualifications information, and (5) any Proposal which is received after the deadline date and time.

## **7. EVALUATION PROCESS**

Via email, System staff will confirm receipt of all Proposals received by the due date, and will later inform submitters of the status of their Proposals.

Proposals will be evaluated based on the following criteria:

Possible Points:

35 points	Project approach
30 points	Organization Profile and Staff Experience (including references)
30 points	Costs Scenario/Budget
5 points	Adherence to Submittal Directions

System staff may elect to conduct interviews in-person at the System offices located at 709 North 8<sup>th</sup> Street, Milwaukee, WI, at the business office of the finalist candidate(s), by telephone or teleconference with finalist candidate(s), if determined that an interview is needed for a final selection of vendor.

## **8. TERMS AND CONDITIONS**

The successful proposer will be required to sign a Contract with the Milwaukee County Federated Library System and approved by the MCFLS Board of Trustees.

The Milwaukee County Federated Library System will not sign any company's services agreement, contract or any other form of agreement.

Milwaukee County Federated Library System reserves the right to extract certain language from a company's agreement and incorporate it into a System contract if mutually agreeable to both parties.

The Milwaukee County Federated Library System will retain all rights to materials and reports produced under the resulting contract, including all finished products, plans and any and all assets, including project files.

The proposer, by submitting a response to this RFP, waives all right to protest or seek any legal remedies whatsoever regarding any aspect of this RFP.

The Milwaukee County Federated Library System reserves the right to negotiate with the selected proposer the exact terms and conditions of the contract agreement.

The Milwaukee County Federated Library System is under no obligation to award this project to the proposer offering the overall lowest fee or contract terms. Evaluation criteria, included in this document, shall be used in evaluating Proposals.

Thank you for considering this RFP and for the efforts you may undertake to submit a Proposal.

DRAFT

## 2020 MCFLS Board Meeting Dates

The MCFLS Board of Trustees has traditionally met on the third Monday of the month. The meeting dates below follow 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, January 27 <sup>th</sup>	3:30 pm	MCFLS Conference Room
Monday, February 17 <sup>th</sup>	3:30 pm	MCFLS Conference Room
Monday, March 16 <sup>th</sup>	3:30 pm	MCFLS Conference Room
Monday, April 20 <sup>th</sup>	3:30 pm	South Milwaukee Public Library Board Room (2nd floor)
Monday, May 18 <sup>th</sup>	3:30 pm	MPL - Good Hope Branch
Monday, June 15 <sup>th</sup>	3:30 pm	Shorewood Public Library Programming Room (1st floor)
Monday, July 20 <sup>th</sup>	3:30 pm	Oak Creek Public Library Tech Training Lab (2nd floor)
Monday, August 17 <sup>th</sup>	3:30 pm	Whitefish Bay Public Library Community Room (2nd floor)
Monday, September 21 <sup>st</sup>	3:30 pm	Hales Corners Library Hunt Room (Lower Level)
Monday, October 19 <sup>th</sup>	3:30 pm	Greendale Library Community Room
Monday, November 30 <sup>th</sup>	3:30 pm	MCFLS Conference Room



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

**PH: 414-286-8149**

**FAX: 414-286-3209**

March 16<sup>th</sup>, 2020

## February/March 2020 Director's Report

### Summary of activities

1. Participated in a state-wide call on the LAWDS project and gave an update on progress in Milwaukee County. MCFLS is one of the few in the state that completed our Module 1 training in 2019 and the only one with an online training session available to members.
2. Met with attorney to discuss a system privacy policy draft. The policy will put the system in a better position when data collection is necessary to fulfill strategic plan priorities.
3. Led discussion with Jeff Kunz from SecurIT to schedule a network penetration test at MCFLS. The initial test was provided at no charge and Hieu is working on fixing issues identified by the results.
4. Attended and participated in WPLC Board meeting on February 21<sup>st</sup>.
5. Met with commercial realtor to begin process of identifying comparable real estate properties in the Milwaukee area.
6. Spoke with Bill Herman at the DPI regarding a state contract for cybersecurity training. The contract with our current vendor, KnowBe4, runs out in July and we could save money with the vendor used by the state (InfoSec). The directors expressed a high level of interest in continuing the training.
7. Met with Rachel Arndt of MPL to discuss impact of the DNC 2020 on library services provided at MPL and also MCFLS, particularly delivery. A plan for providing these services will be developed in coordination with Jim Tiderman at Action Logistics and shared with both the MCFLS Board and LDAC in April.
8. Developed an action plan to manage the possible impact of the Coronavirus outbreak on MCFLS services to member libraries, including support for Sierra and delivery.

### Upcoming Activities

1. Evaluate RFP proposals for data collection/marketing consultation.
2. Continue process of seeking assistance for real estate appraisal of current space and comps.
3. Start work on technology report due late June.