

NOTICE

Milwaukee County
Federated Library System
Board of Trustees

Monday, February 28th, 2022

3:30 P.M.

This meeting will be held:

Online at

Meeting URL: [CLICK HERE](#)

Meeting ID: 813 4318 4710

Meeting Passcode: kXwd1Vf5

Telephone Passcode: 47496039

AGENDA

1. Call to order
2. Adoption of agenda
Action
3. Approval of minutes: the MCFLS Board of Trustees meeting on January 24th, 2022
Action [Attachment A](#)
4. Public comment
5. Library Directors Advisory Council--Report of the February 3rd, 2022 meeting
[Attachment B](#)

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

Board of Trustees—Administrative reports requiring action

6. Financial Reports – January 2022

Action

[Attachment C](#)

7. 2021 Resource Library Report

Action

Distributed at Meeting

8. Recommendation from LDAC to adopt DPI Statement on Inclusive Services

Action

[Attachment D](#)

Administrative Informational Items

9. Upcoming Subcommittee meetings

- a. Finance and Personnel: March 10th at 9 am
- b. Legislative and System Services: March 10th at 3 pm

10. Letter confirming Milwaukee County allocation to MCFLS

[Attachment E](#)

11. Library Legislative Day report

12. Patron Point service. Overview and timeline for implementation

[Attachment F](#)

13. Director's Report

[Attachment G](#)

Next meeting date: Scheduled for Monday, March 21st at 3:30 pm via Zoom online meeting software.

Milwaukee County Federated Library System
Board of Trustees
Regular Monthly Meeting held Monday, January 24, 2022
Zoom Meeting Software

ROLL CALL

Present: Paul Ziehler, President
Steve Shea, Vice President
Nik Kovac, Treasurer
Monica Deluhery, Trustee
Guy Johnson, Trustee
Howard Snyder, Trustee
Elizabeth Suelzer, Trustee

Staff: Steve Hesel, Director
Judy Kaniasty, Business Manager

Others: Amy Krahn, LDAC Chair and St. Francis Public Library
Jill Lininger, Past LDAC Chair and Oak Creek Public Library
Joan Johnson, 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 3:35 p.m.

WELCOME TO NEW MCFLS TRUSTEE MONICA DELUHERY. President Ziehler welcomed Monica Deluhery to her first MCFLS Board meeting. Trustee Deluhery, member of the Wauwatosa Library Board, introduced herself; everyone in attendance introduced themselves to Trustee Deluhery.

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, November 29, 2021 meeting which are shown as Attachment A of the agenda packet. Being no corrections noted, Trustee Snyder moved and Trustee Suelzer seconded a motion to approve the minutes as presented. Unanimously approved.

PUBLIC COMMENT. None.

LIBRARY DIRECTORS ADVISORY COUNCIL. President Ziehler referred to the minutes of the December, 2021 and January, 2022 LDAC meetings which are shown as Attachment B of the agenda packet. Past LDAC Chair Jill Lininger reviewed her report of the December 2, 2021 meeting and responded to questions from the Board. Jill Lininger thanked the Board for the opportunity to report the LDAC activity every month and President Ziehler thanked her for doing a great job informing and educating the MCFLS Board on topics. Incoming LDAC Chair Amy Krahn reviewed her report of the January 6, 2022 meeting and responded to questions from the Board. Trustee Kovac 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 Reports – November and December 2021. President Ziehler referred to the November and December 2021 financial reports which are shown as Attachment C of the agenda packet. Judy Kaniasty noted that the salaries line is off due to the fact that when the revision was made mid-year the payout for Hieu Tran upon his death was not included by mistake. Vice President Shea moved and Trustee Suelzer seconded a motion to approve the reports as presented. Unanimously approved.

MCFLS Board Standing Committees

- a. Membership. Steve Hesel referred to Attachment D of the agenda packet which outlines his vision for the Finance & Personnel Committee and the Legislative & System Services Committee after discussing the matter with President Ziehler.
- b. Meeting Dates. Attachment D of the agenda packet lists a few dates and subjects to be discussed by the Committees as stated in the current Bylaws. President Ziehler noted that either Committee can meet more often as warranted. Judy Kaniasty noted that the discussion of the mid-year budget would be a worthy addition to be discussed by the Finance & Personnel Committee after the audit is completed. Trustee Johnson questioned whether these committee meetings can be scheduled on the same day as the Board Meetings and President Ziehler responded that he feels that could be difficult if staff review or changes need to be made and sent out to the Board prior to their meeting, however with Zoom meetings taking place that might be a viable arrangement for some meetings based on the agenda content.

Trustee Snyder moved and Vice President Shea seconded a motion to approve the two MCFLS Board standing committees as discussed. Unanimously approved. Trustee Snyder expressed his gratitude for this matter to be discussed since he aims to be a well informed and engaged board member and discussions and education relating to matters makes for that to occur. President Ziehler noted that committee Chairs will work with Director Hesel in developing agendas and official meeting minutes will be compiled. Director Hesel noted he would soon send out a poll to Committee members to establish date/time for a meeting for February.

President Ziehler asked that Judy Kaniasty initiate the traditional annual director evaluation process so that will be ready to go when the Board takes that action next month.

Proposal to increase hours from 25-30 for Public Information Coordinator position. Director Hesel stated that he is extremely satisfied with the performance of Deb Marett and she has a strong desire for libraries to succeed; he recommends increasing her hours from 25 to 30 hours a week based on the amount of work she is performing and which the member libraries are happy with. Attachment E of the agenda packet is an impact accounting on the System and the employee for informational purposes.

President Ziehler questioned whether the Board desires to have this topic discussed by the Finance & Personnel Committee prior to Board taking any action and it was the consensus that this topic could be acted upon at this meeting. Seeing as there was good information contained in Attachment E, Trustee Johnson moved and Trustee Snyder seconded a motion to approve Director Hesel's recommendation of increasing the Public Information Coordinator's weekly hours from 25 to 30. Unanimously approved.

2022 MCFLS Director Goals. President Ziehler referred to Attachment F of the agenda packet and questioned whether this topic should be referred to the Finance & Personnel Committee first and then it would come to the MCFLS Board for action and it was the consensus of the Board that this matter would

be sent to the Finance & Personnel Committee for discussion before Board approval now that the Standing Committees were reconstituted earlier in the meeting.

ADMINISTRATIVE INFORMATIONAL ITEMS

Marketing Update.

- a. Level Up Learning Campaign. Deb Marett joined the meeting to review her recent work on various projects she is engaged in, including the Level Up Learning Campaign which is shown as Attachment G of the agenda packet. Discussion ensued on future plans for additional marketing campaigns like LIBRARIES ARE ESSENTIAL and WORKFORCE DEVELOPMENT and promotion of member library events. President Ziehler thanked Deb for informing and educating the Board on MCFLS marketing projects.
- b. Library Legislative Day. Director Hesper reported that the traditional annual event will be held February 8th in person and that Deb Marett had helped him put together an infographic flyer that will be shared with legislative staff in Madison thanking Legislators for the extra funding for 2022 and 2023 and what funding will be used for in Milwaukee County; library staff will receive both hardcopy and an electronic copy their needs as well. President Ziehler suggested that local area legislators also receive copies.

MCFLS Trustees Online Manual: <https://mcfls.libguides.com/trustees/>. Director Hesper reported that he has established a place on the MCFLS website that Board Members can access to gain access to all things Trustees would need to become more informed instead of his needing to update paper copies in binders as he had been doing in the past. The new information about the Standing Committees will be added. Any questions should be referred to Director Hesper.

MCFLS Responses to State Aid Survey. Director Hesper referred to his response to a DPI survey regarding System State Aid in a fact-gathering exercise to help the State with their research in whether to change the State Aid formula which has not been revised for 20 years, which is shown as Attachment H of the agenda packet. Director Hesper noted he had already shared this document with the Library Directors Advisory Council for their input and added that any changes could alter MCFLS's funding which makes up 95% of our current revenue budget. Director Hesper shared that Ben Miller of DPI has stated in the past any decision to change that library systems would not see a decrease in the current funding level but any additions could be divided up differently than the current formula. The timeline for any proposed action is: after consultant Dr. Kriz makes a recommendation then a Summit will be held with all stakeholders and then work with Legislature and changes made to State Statutes if necessary. Director Hesper stressed that he will continue to monitor this matter and keep all mindful of Milwaukee County's needs relative to poverty, unemployment, social and economic stressors.

Director's Report. Director Hesper reviewed his report, which is shown as Attachment I of the agenda packet.

NEXT MEETING. Scheduled for Monday, February 28, 2022 beginning at 3:30 p.m. via Zoom online meeting software.

ADJOURNMENT. With no further business to be addressed, Trustee Johnson moved and Trustee Suelzer seconded a motion to adjourn the meeting at 5:04 p.m. Unanimously approved.



**ST. FRANCIS
PUBLIC LIBRARY**

"Bringing People, Information, and Ideas Together"

4230 S. Nicholson Ave.
St. Francis, WI 53235
(414) 481-7323
www.stfrancislibrary.org

To: MCFLS Board of Trustees
From: Amy Krahn, St. Francis Public Library
Summary of LDAC Meeting, February 3, 2002
Location: Zoom teleconference

Discussion

Updates related to COVID: Libraries continue to slowly return to "normal". Two libraries indicated that they were re-opening their program rooms for public use.

Inclusive Services Statement: Library Directors discussed endorsing an Inclusive Services Statement from the Division of Libraries and Technology. The Inclusive Services Statement says that libraries are "places where everyone should be safe, welcomed, and respected..." It goes on to describe ways in which libraries can move forward with diversity and inclusivity goals, but does not require any specific actions. By voting to endorse the statement, library directors are supporting the idea and goal of inclusive services but not committing to any actions at this time. This is something that MCFLS and individual libraries will take up at a later date.

Technology

Photocopier Services: Steve Hesel wanted to gauge the interest for pursuing member discounted pricing for photocopier services. This would reduce the time investment for individual libraries when addressing office equipment needs and should hopefully save money through group purchasing. Steve will send out a survey to member libraries to collect information on current services, needs, and contracts.

Implementation of Multifactor Authentication on MCFLS Outlook Email Accounts: As an increased security measure, MCFLS will begin utilizing Multifactor Authentication (MFA) on staff Outlook accounts. This will only affect staff who use the mcfls.org email accounts. This will roll out gradually, starting with MCFLS staff and then individual libraries.

Patron Point: Steve and Jen gave an update on the Patron Point customer engagement platform, which will allow MCFLS and member libraries to communicate more effectively with patrons. MCFLS staff is moving forward with this and is currently meeting to discuss implementation. This service can be individualized for each library. It was recommended that the directors discuss the practice of emailing patrons with their Boards and decide what their library's guidelines would be. It was mentioned that separate guidelines be established for juvenile patrons.

Informational

Library Legislative Day: (February 8th) Steve and several library directors will be participating. Steve has provided talking points and an infographic to assist in communicating with legislators. They have been made available to all directors and can be used with local leaders as well.

InfoPass: Steve has been working with Milwaukee area libraries to revive this service and create new guidelines and procedures. InfoPass is another form of interlibrary loan service that allows patrons to pick up materials at participating Milwaukee area libraries. It provides a fast and easy method for our patrons to get access to materials at special and academic libraries. MCFLS will be acting as the fiscal agent and project manager for this program. Each participating library will be required to sign a participation agreement and will be allowed to determine if there are any restrictions on what they will loan out. Directors gave feedback on the draft outline and workflow procedures.

2021 State Annual Report Update: Reports are due to the system by March 1, 2022.

Member Library Updates

Greendale Library reported that they are undertaking a diversity audit of their collection. They are also planning to update their RFID system.

M.C.F.L.S.
Financial Report
For the One Month Ending January 31, 2022

		<u>Annual Budget</u>	<u>Year to Date</u>	<u>%</u>	<u>Balance</u>	<u>%</u>
1						
2						
3	General Revenues					
4	State Aid Revenue	\$ 3,301,094	\$ 2,475,824	(75.00)	\$ 825,270	(25.00)
5	Milwaukee County Allocation	\$ 66,650	\$ 33,325	(50.00)	\$ 33,325	(50.00)
6	West Milwaukee Contract -Other	\$ 38,180	\$ -	0.00	\$ 38,180	(100.00)
7	Interest on Invested Funds	\$ 7,500	\$ -	0.00	\$ 7,500	(100.00)
8	Member Forms/Supplies Rev (58)	\$ 18,100	\$ -	0.00	\$ 18,100	(100.00)
9	Member Postage Revenue (57)	\$ 20,900	\$ -	0.00	\$ 20,900	(100.00)
10	Member OCLC Revenue (69)	\$ 127,336	\$ -	0.00	\$ 127,336	(100.00)
11	Member Telecomm. Revenue (67)	\$ 16,800	\$ -	0.00	\$ 16,800	(100.00)
12	Member III Softwre Maint-Basic (65)	\$ 185,717	\$ -	0.00	\$ 185,717	(100.00)
13	Member III Softwre Maint-Other (65)	\$ 49,938	\$ -	0.00	\$ 49,938	(100.00)
14	Member Tech. Assist.-Time Rev	\$ 20,000	\$ 2,146	(10.73)	\$ 17,854	(89.27)
15	Member Special Projects Rev (73)	\$ 70,000	\$ 12,836	(18.34)	\$ 57,164	(81.66)
16	Member Catalog Contract Rev (79)	\$ 151,176	\$ -	0.00	\$ 151,176	(100.00)
17	Member Database Revenue (54)	\$ 34,035	\$ -	0.00	\$ 34,035	(100.00)
18	Member Ecom Transaction Fees (42)	\$ 6,800	\$ -	0.00	\$ 6,800	(100.00)
19	Carryover Revenue	\$ 15,000	\$ -	0.00	\$ 15,000	(100.00)
20	Staff Benefits/Co-Pay Revenue	\$ 58,875	\$ 3,453	(5.86)	\$ 55,422	(94.14)
21	LSTA Technology Grant Rev (83)	\$ 36,014	\$ -	0.00	\$ 36,014	(100.00)
22	Member Digital Content Rev (89)	\$ 243,299	\$ -	0.00	\$ 243,299	(100.00)
23	Member PC Mngmt License Rev (90)	\$ 2,545	\$ -	0.00	\$ 2,545	(100.00)
24	Member Replacement Fines Rev	\$ 7,000	\$ -	0.00	\$ 7,000	(100.00)
25	Member Overdrive Advantage Rev	\$ 15,000	\$ -	0.00	\$ 15,000	(100.00)
26	Total General Revenues	\$ 4,491,959	\$ 2,527,584	(56.27)	\$ 1,964,375	(43.73)
27						
28	Special Revenues					
29	Milw Co Advantage Rev (96)	\$ 50,000	\$ -	0.00	\$ 50,000	(100.00)
30	W. Milw Borrowing Rev (97)	\$ 46,378	\$ -	0.00	\$ 46,378	(100.00)
31	Ecommerce Revenue (101)	\$ 175,000	\$ 28,541	(16.31)	\$ 146,459	(83.69)
32	Total Special Revenues	\$ 271,378	\$ 28,541	(10.52)	\$ 242,837	(89.48)
33						
34	Total Revenues	\$ 4,763,337	\$ 2,556,125	(53.66)	\$ 2,207,212	(46.34)
35						
36		<u>Annual Budget</u>	<u>Year to Date</u>	<u>%</u>	<u>Balance</u>	<u>%</u>
37						
38	General Expenditures					
39	Fringe Benefits Expense	\$ 273,215	\$ 22,655	8.29	\$ 250,560	91.71
40	Salaries Expense	\$ 431,956	\$ 30,236	7.00	\$ 401,720	93.00
41	Telephone Renewal Expense	\$ 750	\$ 57	7.60	\$ 693	92.40
42	Member Ecom Transaction Exp (18)	\$ 6,800	\$ 1,684	24.76	\$ 5,116	75.24
43	TNS Calls/Notices Expense	\$ 1,450	\$ 114	7.86	\$ 1,336	92.14
44	Conference/Training Expense	\$ 5,000	\$ (5)	(0.10)	\$ 5,005	100.10
45	Memberships Expense	\$ 6,500	\$ 3,200	49.23	\$ 3,300	50.77
46	Continuing Education Expense	\$ 9,000	\$ -	0.00	\$ 9,000	100.00
47	Office Supplies Expense	\$ 1,500	\$ 70	4.67	\$ 1,430	95.33
48	Copy Machine Maint. Expense	\$ 2,500	\$ -	0.00	\$ 2,500	100.00
49	MCFLS Printing Expense	\$ 500	\$ -	0.00	\$ 500	100.00
50	MCFLS Printing for Mem Expense	\$ 5,000	\$ -	0.00	\$ 5,000	100.00
51	MCFLS WI Pub Lib Consortium Exp	\$ 6,586	\$ -	0.00	\$ 6,586	100.00
52	MCFLS Buying Pool Expense	\$ 145,000	\$ -	0.00	\$ 145,000	100.00
53	MCFLS Database Expense	\$ 97,453	\$ 28,000	28.73	\$ 69,453	71.27
54	Member Database Expense (17)	\$ 34,035	\$ 14,965	43.97	\$ 19,070	56.03
55	MCFLS Catalog Enhancement Exp	\$ 141,829	\$ 37,793	26.65	\$ 104,036	73.35
56	MCFLS Postage Expense	\$ 600	\$ -	0.00	\$ 600	100.00
57	Member Postage Expense (9)	\$ 18,100	\$ -	0.00	\$ 18,100	100.00
58	Member Forms/Supplies Exp (8)	\$ 20,900	\$ 6,618	31.67	\$ 14,282	68.33
59	Telephone Expense	\$ 7,000	\$ 259	3.70	\$ 6,741	96.30
60	Meetings Expense	\$ 1,000	\$ -	0.00	\$ 1,000	100.00
61	Insurance Expense	\$ 12,400	\$ 7,017	56.59	\$ 5,383	43.41

M.C.F.L.S.
Financial Report
For the One Month Ending January 31, 2022

62	Legal Expense	\$ 500	\$ -	0.00	\$ 500	100.00
63	Audit Expense	\$ 12,500	\$ 1,184	9.47	\$ 11,316	90.53
64	Payroll Service Expense	\$ 5,400	\$ 502	9.30	\$ 4,898	90.70
65	III Software Support Exp (12/13)	\$ 235,655	\$ 113,703	48.25	\$ 121,952	51.75
66	III TNS Subscr Exp	\$ 12,224	\$ 6,112	50.00	\$ 6,112	50.00
67	Member Telecomm. Expense (11)	\$ 16,800	\$ -	0.00	\$ 16,800	100.00
68	MCFLS Telecomm. Maint. Expense	\$ 30,000	\$ 15,259	50.86	\$ 14,741	49.14
69	OCLC Expense (10)	\$ 135,047	\$ -	0.00	\$ 135,047	100.00
70	MCFLS Computer Room Equip Exp	\$ 10,000	\$ -	0.00	\$ 10,000	100.00
71	MCFLS Software Expense	\$ 7,000	\$ 250	3.57	\$ 6,750	96.43
72	MCFLS Equipment Expense	\$ 15,000	\$ -	0.00	\$ 15,000	100.00
73	Member Special Projects Exp (15)	\$ 70,000	\$ 7,308	10.44	\$ 62,692	89.56
74	Sorting and Delivery Expense	\$ 291,700	\$ -	0.00	\$ 291,700	100.00
75	MPL Resource Contract Expense	\$ 206,318	\$ -	0.00	\$ 206,318	100.00
76	MPL Rent Lease Contract Exp	\$ 129,815	\$ -	0.00	\$ 129,815	100.00
77	ILS Expense	\$ 36,450	\$ -	0.00	\$ 36,450	100.00
78	MCFLS Catalog Cont Exp to MPL	\$ 297,098	\$ -	0.00	\$ 297,098	100.00
79	Member Catalog Contract Exp (16)	\$ 151,176	\$ -	0.00	\$ 151,176	100.00
80	MCFLS Collection Dev Tool Exp	\$ 26,972	\$ -	0.00	\$ 26,972	100.00
81	Internet Expense	\$ 21,635	\$ 150	0.69	\$ 21,485	99.31
82	Contingency Expense	\$ 32,895	\$ 1	0.00	\$ 32,894	100.00
83	LSTA Technology Grant Exp (21)	\$ 36,014	\$ 28,948	80.38	\$ 7,066	19.62
84	Member Digital Content Exp (22)	\$ 243,299	\$ -	0.00	\$ 243,299	100.00
85	Marketing Expense	\$ 45,000	\$ 104	0.23	\$ 44,896	99.77
86	Cooperative Purchasing Sub Exp	\$ 2,500	\$ -	0.00	\$ 2,500	100.00
87	Member PC Mngmt License Exp (23)	\$ 1,875	\$ -	0.00	\$ 1,875	100.00
88	MKE Mixer Expense	\$ 1,400	\$ -	0.00	\$ 1,400	100.00
89	Member Replacement Fines Exp (24)	\$ 7,000	\$ 3,811	54.44	\$ 3,189	45.56
90	Member OverDrive Advantage Exp (25)	\$ 15,000	\$ -	0.00	\$ 15,000	100.00
91	Youth Services Exp	\$ 10,000	\$ -	0.00	\$ 10,000	100.00
92	Inclusive Services Exp	\$ 10,000	\$ -	0.00	\$ 10,000	100.00
93	Total General Expenditures	\$ 3,345,347	\$ 329,995	9.86	\$ 3,015,352	90.14
94						
95	Special Expenditures					
96	Milw Co Advantage Exp (29)	\$ 50,000	\$ -	0.00	\$ 50,000	100.00
97	W. Milw Borrowing Exp (30)	\$ 46,378	\$ -	0.00	\$ 46,378	100.00
98	RB - MCFLS Payment Expense	\$ 1,056,468	\$ -	0.00	\$ 1,056,468	100.00
99	RB - MCFLS Reserve	\$ 48,144	\$ -	0.00	\$ 48,144	100.00
100	ILS Migration Reserve	\$ 42,000	\$ -	0.00	\$ 42,000	100.00
101	Ecommerce Expense (31)	\$ 175,000	\$ 28,541	16.31	\$ 146,459	83.69
102	Total Special Expenditures	\$ 1,417,990	\$ 28,541	2.01	\$ 1,389,449	97.99
103						
104	Total Expenditures	\$ 4,763,337	\$ 358,536	7.53	\$ 4,404,801	92.47
105						
106	Revenue/Expenditures +/-					
			\$ 2,197,589			



Carolyn Stanford Taylor, State Superintendent

The Inclusive Services Statement from the Division of Libraries and Technology August 1, 2019

Wisconsin public libraries are places where everyone should be safe, welcomed, and respected in experiences including, but not limited to:

- Arrival at the building (transportation, physical accessibility, signage, hours of service, greetings by library staff)
- Intersections with library policies (getting a library card, using a computer, paying a fine)
- Perusal, use, and request of library materials (Wi-Fi access, collection diversity, individual privacy)
- Participation in library-sponsored or library-located events (marketing of events, time and location, transportation, registration, room set-up, novice-friendly vs. designed for frequent users)
- Interactions with library staff (body language, tone, diversity of library staff, proactive/reactive engagement)
- Passive and virtual interactions through library signage, webpages, displays, and marketing (readability, tone, diversity, accommodations).

The Division of Libraries and Technology interprets Wis. Stat. sec. 43.24(2)(k) "*Promotion and facilitation of library service to users with special needs*" to encompass **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. Diverse communities are strengthened by libraries that intentionally develop and deliver services to individuals or groups for whom accessing and using the library is difficult, limited, or minimized.

The library director and board of trustees should provide awareness and leadership concerning the concept and implementation of inclusive services to library staff and stakeholders. Regional library systems should support member libraries in matters of compliance, and communicate such efforts through annual system plans and reports. The state library agency will provide consulting and collaborate with libraries and systems regarding inclusive services. Wisconsin public libraries serve everyone, and it is the duty of everyone in the service of Wisconsin public libraries to foster inclusivity.

The practice of providing inclusive services requires continuous reflection and ongoing dialog with and between library administration, staff, and members of the community, with particular emphasis on including the voices of those who are underserved, underrepresented, and underrecognized within the community. Efforts should respond to the assets and needs of non-library users and users alike. Attention to actual, versus perceived, assets and needs is paramount; i.e., a barrier perceived by library staff may or may not be an actual barrier experienced by the user.

On a concrete level, inclusive services should be visibly incorporated into all library services. The concept that libraries are for everyone should be evident through every point of access or interaction with the library. A person's race, ethnicity, age, citizenship, literacy level, ability, family structure, income level, health status, gender identity, sexuality, style of dress, familiarity with public libraries - or any other dimension of identity - should neither negatively influence nor interfere with access to library services.

When libraries honor the full diversity of their communities, communities thrive. Fundamentally, inclusive library services should be developed locally with and for all community members. Wisconsin public library system and state library staff should facilitate coordinated regional and statewide inclusive services training and consulting. Our common goal is to improve life and learning opportunities for all Wisconsin residents.



DEPARTMENT OF ADMINISTRATIVE SERVICES (DAS)

*Milwaukee County***Aaron Hertzberg**

DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES

January 20, 2022

Mr. Steve Heser
System Director
Milwaukee County Federated Library System
709 North 8th Street
Milwaukee, WI 53233-2414

Dear Mr. Heser:

Each year Milwaukee County includes funds within its budget to assist various outside agencies in providing valuable services to the community. Pursuant to these procedures, your agency is required to provide quarterly and annual financial reports. We anticipate receiving your quarterly and annual financial reports on a timely basis.

The 2022 payment procedure approved for your specific agency is as follows:

- a. Org Unit: 1966
- b. Description: Milwaukee County Federated Library System
- c. Appropriation: \$66,650
- d. Payment Schedule: 50% First Quarter; 50% Second Quarter

Please initiate a request for payment in accordance with the above schedule and submit the required quarterly and annual fiscal reports to me at the address below. If you have any questions regarding this matter, please feel free to contact me at 414-278-4185.

Sincerely,

Aaron Hertzberg

Aaron Hertzberg, Director
Department of Administrative Services

pc: David Crowley, County Executive
Joe Lamers, Director SBP
LaCricia McSwain, Director CBO

Reasons why your library should take advantage of Patron Point.



Real Commitment. Real Passion. Real People.

We know libraries, we know marketing and we know software. It is all we do.

So it's not just our powerful and flexible software platform – our people make the difference.

We care about your success and will innovate alongside you to help you engage and delight your customers.

The marketing automation solution for public libraries



Arrange your demo today.

www.patronpoint.com



Integrates with
your data



Automate routine
messaging



Target specific
customer segments

Features

Patron Point is a fully featured marketing automation platform. It connects to your ILS and other data sources and allows you to automate your day-to-day customer messaging and enhance your marketing into high-impact targeted campaigns.



Email Editor

Create, test and send emails using our drag and drop interface.



Customizable Templates

Use our pre-built, fully responsive templates or create your own.



Email Automation

Create a series of automated emails with our visual campaign builder.



A/B Testing

Experiment to see which version of your emails work best.



Web Forms

Use our dynamic form builder to create forms your website.



Landing Pages

Build mobile-friendly landing pages for special promotions.



Dynamic Lists

Your distribution lists are continually updated.



Unlimited Segments

Define your audiences any way you like based on data.



Multi-Channel

Communicate via email, SMS or directly on the web.



Patron Point offers robust analytics and reporting for you to stay on top of your marketing program performance.



Customizable Dashboard

Real-time view of performance in our graphical dashboard.



Email Insights

Full email tracking, reporting and analysis.



Visitor Insights

Page views, traffic sources, destination pages and more.



Monitor Channels

See which channel is working best for you and your audience.



Share reports with the Team

Schedule reports to be sent by email to share progress.



Patron Engagement Index

Automatically score patrons based on their engagement levels.

Uses of Patron Point in a Public Library

Public libraries around the world are using Patron Point to drive their digital marketing and their community engagement. There are so many things your library can do with Patron Point. Take a look at just some of them.



Welcome New Patrons

A series of automated emails consistently showcasing the library to new customers.



Card Renewal Reminders

A series of automated email reminders helping keep membership levels up.



Patron Notices

Turn your routine ILS notices into branded, cross promotional marketing tools.



Customer Surveys

Engage your community and ask for their views and opinions.



Newsletters

Create and send dynamic, personalized newsletters to inform and engage your patrons.



New Title Notifications

Automatically alert customers about new titles by their preferred authors or subject interests.



Re-engage Inactive Members

Re-engage patrons based on periods of inactivity to get them back into the library.



Drive use of Digital Resources

Target patrons based on their (in)activity levels with your eBooks and eDatabases.



Promote Events

Increase library event and program attendance, send reminders and post-event follow ups.



Staff Picks / Readers Advisory

Deliver your staff picks to their inbox based on each patron's preferences.



Net Promoter Score (NPS)

Use Patron Point to automate NPS surveys to gauge customers' loyalty and identify improvement opportunities.



Grow Cardholder Numbers

Nurture non-cardholders via outbound campaigns and track conversion into cardholders.

Get a 360° view of your patron engagement and target your audiences to drive your marketing performance.



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February 28th, 2022

January/February 2022 Director's Report

Summary of activities

1. Attended Library Legislative Day on February 8th and met with six local legislators and their staff. All of the interactions were generally positive and we thanked them for their efforts in getting us additional funding for libraries last year.
2. Met with the Hales Corners Library Board to advise them on handling specific budget issues related to board control and meeting the March 1st annual report deadline.
3. I continue to meet monthly with representatives from the Department of Workforce Development, Employ Milwaukee and MPL to discuss ways to collaborate. Four libraries (Greenfield, North Shore, Franklin and Shorewood) are hosting Job Center staff each month on separate Wednesdays. We hope to expand this to drop-in help when libraries feel comfortable hosting larger groups.
4. Participated in Patron Point implementation meetings to learn more about the product and how we can roll out the service effectively to patrons while keeping libraries informed.
5. I continue to work with the data subgroup of the DPI-led delivery task force. As this time we are focused on collecting data for all delivery of library materials taking place in the state. The collection is scheduled to take place in April and measure bins delivered and taken from each location in the state over the course of a week.
6. Agreed to serve as vice-chair of both the SRLAAW and WPLC committees for 2022.
7. Participated in City of Milwaukee process to help in hiring individuals to serve as librarians for MPL.
8. System staff led by Kellie Nimphius and Eric Henry hosted a table at the annual Anime Milwaukee event at the downtown conference center in mid-February. We focused on raising the profile of libraries and displaying collections of manga that libraries made available.
9. Participated in a strategic plan data gathering exercise for WiLS called Community Conversations. We discussed areas of need in our communities and where WiLS might be able to step in.
10. Joined an implementation kick off meeting for our new mobile app through Innovative. Added their staff to our Apple Developer and Google Play store accounts and assisted in opening necessary ports.
11. Assisted member library directors in filling out the DPI state annual report. The deadline for these reports is March 1st. System annual reports have been given a revised deadline of March 30 for 2022 only.

Upcoming Activities

1. Our multi-type InfoPass Steering Committee made up of public and academic libraries will meet to determine next steps for rolling out InfoPass to member libraries in early March.
2. Subcommittees for Finance and Personnel as well as Legislative and System Services will meet on March 10th. The system annual report and director evaluation will be prominent topics.
3. Submit the system annual report to the DPI by March 30th.
4. ARPA grant-funded materials locker field trip to Glencoe, IL will take place on March 14th.