

Notice

Milwaukee County  
Federated Library System  
Library Directors Advisory Council

Regular Meeting  
Thursday, June 6<sup>th</sup>, 2019  
9:00 – 11:30 AM

This meeting will be held in a meeting room of the  
Cudahy Family Library  
3500 Library Drive  
Cudahy, WI 53110

Agenda

The LDAC reserves the right to take action on any of the items listed below.

1. Call to order
2. Additional agenda items/adoption of agenda
3. Approval of minutes for the April 18<sup>th</sup>, 2019 LDAC meeting  
Action [Attachment A](#)
4. MCFLS agreements and proposed timeline. Discussion of possible new services derived from the strategic plan (distributed at meeting).  
[Attachment B](#)
5. 2019 MCFLS marketing plan and system collaboration  
[Attachment C](#)

6. Proposed change to hoopla subscription moving from 6 to 4 max checkouts and adding additional system funds. Discussion of 2020 costs.

Action [Attachment D](#)

7. CountyCat Mobile. Feedback on demonstrations and next steps.

[Attachment E](#)

8. Review of feedback to proposed elimination of cash bag process in favor of an accounting procedure. Discussion regarding the handling of refunds for these payments.

Action [Attachment F](#)

9. Future of digital magazines and possible Flipster subscription for 2020.

[Attachment G](#)

10. Discussion topic: INFOPASS and multi-type cooperative lending.

[Attachment H](#)

11. Additional business

12. Member library updates

#### Sub-committee agendas and minutes

Circulation Services—Agenda and minutes available at <http://www.mcfls.org/staff-circ-services-comm.asp>

Youth Services—Agenda and minutes available at <http://www.mcfls.org/staff-youth-services-comm.asp>

Young Adult Services—Agenda and minutes available at <http://www.mcfls.org/staff-young-adult-services-comm.asp>

Adult and Reference Services—Agenda and minutes available at <http://www.mcfls.org/staff-reference-comm.asp>.

The next meeting is scheduled for Thursday, August 1<sup>st</sup> at the Milwaukee Public Library, Central Branch, 814 W. Wisconsin Avenue, Milwaukee, WI 53233.

Milwaukee County Federated Library System  
Library Directors Advisory Council  
Regular Monthly Meeting held Thursday, April 18, 2019  
Hales Corners Library  
5885 S. 116<sup>th</sup> Street  
Hales Corners, WI 53130

Present: Pat Laughlin, Past-Chair, Hales Corners Library  
Rachel Arndt, Milwaukee Public Library  
Rachel Collins, Shorewood Public Library  
Paula Kiely, Milwaukee Public Library  
Amy Krahm, St. Francis Public Library  
Jill Lininger, Oak Creek Public Library  
Jennifer Loeffel, Franklin Public Library  
Pete Loeffel, Wauwatosa Public Library  
Kathy Manning, South Milwaukee Public Library (Interim Director)  
Sheila O'Brien, Greenfield Public Library  
Alyssa Pisarski, North Shore Library (proxy)

Excused: Dana Anderson-Kopczyk, Brown Deer Public Library  
Nyama Reed, Whitefish Bay Public Library  
Rebecca Roepke, Cudahy Family Library  
Brian VanKlooster, Greendale Public Library

Absent: Michael Koszalka, West Allis Public Library

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

Call to Order. In Chair Draeger-Anderson's absence, the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees' Library Directors Advisory Council was called to order by Past-Chair Laughlin at 9:02 a.m.

Due to a few new faces, everyone introduced themselves and Alyssa Pisarski and Kathy Manning were welcomed to the meeting.

Additional Agenda items/Adoption of Agenda. Past-Chair Laughlin inquired whether there were any additions to the agenda. The following topics were suggested:

- Cybersecurity LSTA Grant/Steve Hesel
- Marketing/Steve Hesel
- Patron Privacy and Public Workstations/Pat Laughlin
- Management Evaluation by Subordinates/Rachel Collins

Sheila O'Brien moved and Rachel Arndt seconded a motion to modify the agenda to add the suggested topics. Unanimously approved.

Approval of minutes for the March 7, 2019 LDAC Meeting. Past-Chair Laughlin referred to the minutes of the March 7, 2019 meeting which are shown as Attachment A of the agenda packet. Rachel Collins moved and Amy Krahn seconded a motion to approve the minutes as presented. The motion unanimously passed. (Sheila O'Brien abstained.)

MCFLS Strategic Planning 2020-2024. Steve Hesel referred to Attachment B of the agenda packet and asked whether this framework document accurately reflects the discussion at the Strategic Plan all-day session and there was agreement that it was. Steve noted that this document was discussed by the MCFLS Board on Monday and Steve shared comments received from a few directors that questioned whether the scope of the plan is too much to achieve for the limited staff. Steve reported that he will discuss comments with Bruce Smith next Monday. Steve reported that the MCFLS Staff and WILS team had met to discuss timeline and contingencies which are part of this document. As for priorities, it was noted by Jill Lininger that user experience and gaining commonality amongst members were important to her and Rachel Collins commented that she is excited to see advocacy and promoting the asset that libraries are in their communities. Amy Krahn added that she sees marketing as a valuable need. Steve stated that he will be working on a budget for the new initiatives and discussion ensued. A revised draft document will be developed and shared with the LDAC and MCFLS Board for consideration at the May 20<sup>th</sup> MCFLS Board meeting.

CountyCat Mobile. Jen Schmidt reported that she has been evaluating options for replacing the current Boopsie service since she continues to hear about the shortcomings of our current mobile app. Jen reviewed handouts, shown as Exhibit 1 attached to these minutes, which outlines the pros and cons of a few of the better options she is considering and discussion ensued concerning the functions that any new product would need. PLSR initiatives and budgeting strategies were discussed and it was noted that currently MCFLS member libraries pay \$16,000 and it looks like the options being considered will be more costly but having a quality mobile app is highly desired by member libraries. It was agreed to arrange a Communico demo and to discuss again at a future meeting since the Boopsie renewal is at year-end.

Hoopla Quarterly Review. Steve Hesel reviewed Hoopla usage analysis and expenditures shown as Attachment C of the agenda packet and based on reports, it appears if usage continues at the current rate that the budget will not be enough to cover expenditures this year and changes need to be made to keep within budget. Steve Hesel also shared a handout, which is shown as Exhibit 2 attached to these minutes which provides much detailed information regarding usage for the past year and projecting usage going forward. Steve reported that Hoopla recommends eliminating high priced items and Sheila O'Brien suggested removing low used items. There was an overall feeling that keeping audiobooks and ebooks is the main priority. It was noted that this is an expensive material type for minimum number of patrons. Further discussion ensued regarding the pros and cons of Hoopla vs. Overdrive. Additional statistics will be gathered for another discussion regarding this topic at the next LDAC meeting.

[Paula Kiely arrived at 10:23 a.m.]

BREAK

CollectionHQ. Steve Hesel asked how libraries feel about CollectionHQ and whether it is being used and whether there is interest in continuing the product for another couple years since it still fits into the strategic plan for MCFLS. Attachment D of the agenda packet reflects the past nine months of usage activity. Steve Hesel shared that a renewal quote from CollectionHQ reflects a four percent increase in

cost, however a three year commitment would cost \$41,000 for each of the next three years. Steve Hesel referred to a handout, shown as Exhibit 3 attached to these minutes, which outlines integration of CollectionHQ with Title Source 360 utilizing a new product called ESP—evidence-based selection which might be of interest for consideration. Steve noted that it is his understanding that libraries find the most benefit from using CollectionHQ for 2-3 years to weed their collections and then using Sierra reports moving forward. Steve proposed that MCFLS pay the entire cost if libraries would like to keep CollectionHQ and those libraries that would want to add ESP would pay for that add-on separately—quote is \$12,000 for all members with suburban libraries getting basic plan and Milwaukee getting professional plan. The goal of ESP is to cut down on dead-on-arrival titles. Milwaukee is separate from the suburban libraries currently and that separation would continue—it was set up that way originally because Milwaukee had CollectionHQ for a while before the suburban libraries joined in. Sheila O'Brien noted that she does not have staff to devote to CollectionHQ currently and it will take some time to implement fully. Steve reminded everyone about a remote Spending Plan CollectionHQ training being offered April 23. Jill Lininger moved and Sheila O'Brien seconded a motion to recommend extending CollectionHQ for one more year at a cost of \$41,600. Unanimously approved.

Discussion regarding UWM SOIS and curriculum for public library training. Steve Hesel welcomed Paula Kiely to the meeting and noted that she was present to hear what directors would like her to take back to UWM SOIS in terms of what graduating students are lacking when it comes to recruitment in public libraries. Rachel Collins added that she and Paula serve on an advisory committee which is looking at curriculum and they are welcoming this opportunity to communicate concerns. Paula added that all types of libraries are represented on the advisory committee and the curriculum is being looked at in a structured manner but academics is the primary concern being addressed. Topics of concern noted were: customer service skills are highly desired, interns are hard to find, fieldwork should be required to gain experience; most graduates struggle to present a professional resume. Paula Kiely commented that her goal is to protect the profession and producing quality candidates for employment.

Follow-Up: Use of OverDrive with fines in excess of \$5. Steve Hesel reported that at last month's meeting this matter was discussed and directors were encouraged to consider allowing patrons with fines over \$5 to be allowed access to OverDrive. Amy Krahn replied that her Board did discuss and they would like more data on the impact on all services and the number of patrons impacted and other thresholds that might also be impacted. Discussion ensued regarding what overdue fine thresholds are around the rest of the State and perhaps \$10 instead of \$5 could be considered. It was noted that fine thresholds can be different at each member library but it is always hoped that most if not all would have the same one for ease of patron service. Steve will gather more information and share with the LDAC for further discussion at an upcoming meeting.

It was suggested by Sheila O'Brien that a discussion be had regarding how decisions are made for matters – unanimous or majority and Steve Hesel agreed that would be a useful topic to discuss in the near future.

[Paula Kiely and Jill Lininger left at 11:56 a.m.]

Phenol free receipt paper. Steve Hesel referred to information regarding thermal receipt paper health risks, shown as Attachment E of the agenda packet. Sheila O'Brien moved and Rachel Arndt seconded a motion that MCFLS purchase Phenol-free thermal receipt paper. Unanimously approved. It was suggested that the volume of printing receipts be considered at local libraries. The cost will increase from \$67 a case to \$90 a case with this change.

Discussion Topic: Statistical reporting to local library boards. Due to the lack of adequate time to discuss this topic, it was tabled for the next meeting. Steve Hesper referred to Attachment F of the agenda packet for informational purposes and a few more samples were shared, which are shown as Exhibit 4 attached to these minutes. Steve Hesper noted that this topic is on the agenda since he is curious as to what MCFLS might be able to develop that would be desired by member library directors to share with their local library boards.

#### ADDITIONAL BUSINESS.

Cybersecurity LSTA Grant. Steve Hesper reported that this project is moving forward and a meeting for all three Systems will be held soon with a begin date for baseline to begin sometime in May or June. Training will follow after that.

Marketing. Steve Hesper reported that Bridges Library System has reached out to a few library systems to discuss marketing strategies such as billboards and a library card sign-up marketing campaign in the Fall. More information will be shared as things firm up.

Patron Privacy and Public Workstations. Steve Hesper reported that the length of time before public computers time out was discussed last month and at committee meetings for those on TBS. It was suggested that libraries on MyPC should have a meeting in the future to further discuss the topic.

Management Evaluation by Subordinates. Rachel Collins asked how many libraries have supervisors and managers evaluated by staff. It was noted that North Shore Library will be doing this soon.

#### MEMBER LIBRARY UPDATES.

South Milwaukee – Kathy Manning reported she is the Interim Director and that the library is fully staffed now so staff training is a main focus.

Franklin – Jennifer Loeffel was excited to announce that she has secured interns.

Milwaukee – Rachel Arndt reported that a new position has been filled—Data Analyst.

Shorewood – Rachel Collins reported she anticipates a few vacancies in the new future and will be looking to replace a few staff members.

Wauwatosa – Pete Loeffel reported that this year no Summer Reading Program incentive coupons will be distributed to participants.

North Shore – New staff have been hired and training is underway in preparation of Summer Reading Programming.

Hales Corners – Pat Laughlin reported that the Youth Services Librarian has resigned and an intern is filling in; position will be posted after the April Board meeting.

#### SUB-COMMITTEE AGENDAS AND MINUTES

Links for Circulation Services, Youth Services, Young Adult Services and Adult & Reference Services Committee minutes and agendas were provided on the agenda notice.

NEXT MEETING. Scheduled for Thursday, June 6 at the Cudahy Family Library, 3500 Library Drive, Cudahy, WI 53110.

ADJOURNMENT. With no further business to be addressed, Rachel Collins moved and Rachel Arndt seconded a motion to adjourn the meeting at 12:24 p.m. Unanimously approved.

## Mobile Catalog App Options

● Communico (\$33,000) 10-12 weeks to implement

### PROS

- Many Sierra customers such as Cuyahoga County Library System
- Great menus and customization options; robust and a quality product

### CONS

- The expense

● Capira Technologies (\$21,000)

### PROS

- Great menus and customization options, quality product
- Patron can do a general search or search within menus: Find Books, Find Movies, Find Ebooks, Find Music, New Arrivals with formats within that. Format is listed clearly in results

### CONS

- No ability to limit search results by location or any other way!
- Separate menus for digital resources but view only, access takes you out of the app

● Solus UK Ltd (No quote)

### PROS

- Solid app with fairly good functionality

### CONS

- Company is based in UK
- Creates apps for SirsiDynix customers.
- Has done few Sierra libraries (Chemeketa Cooperative Regional Library and Jacksonville Library) so there is a slight concern about the catalog app being fully integrated for our ILS

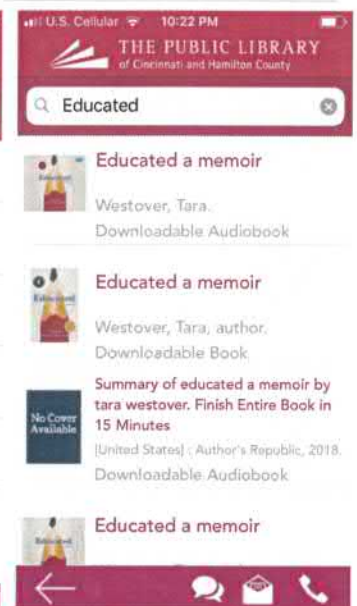
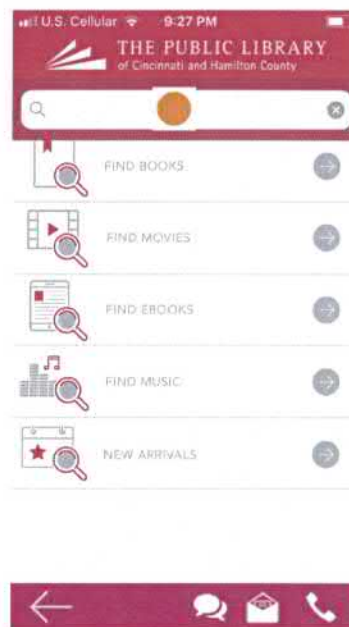
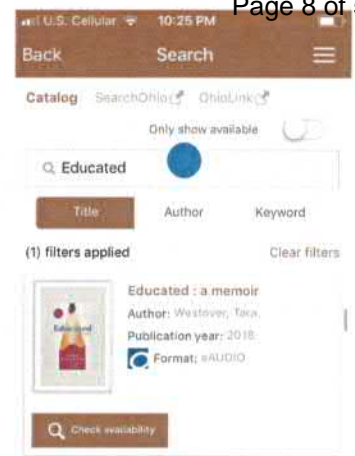
## Ruled out

### ChiliFresh

- Used by Bridges & Monarch Library Systems but they rely more on Polaris which is mobile responsive
- BUG: patrons cannot renew items if requests are present on a title
- OverDrive titles view only; no integration with app
- No menu option for new materials, no wish list

BLUECloudMobile and BookMyne are unique to SirsiDynix

MyLibrary is tailored to ILL customers but it lacks functionality






























































## Current Functionality with Boopsie for Libraries

 Communico

 Capira Technologies

 Solus UK Ltd

Search the CountyCat catalog	  
E-library card/barcode	  
Access one's patron account	  
Renew currently checked out items	  
Pay fines (links back to e-commerce)	  
Place and manage holds on titles	  
Find hours and location information by library	  
Event listings by library	  
Separate menu for digital resources	  
True integrated access to OverDrive eBooks and Audiobooks	
New materials listing	  
Social media accounts by library	  
Separate menu option for databases	  
Option to show 'only available'	
Scan ISBN to check for items	  
Usage statistics	 

<b>Functionality Missing with Boopsie App</b>	
Recommended reads/carousel	 
Ability to limit on title & author	 
Ability to limit results by format	 
Ability to edit patron account	
Wish list for title management	
Strong development by company	
Ability to link patron accounts	  
<b>Other Functionality</b>	
Integration with GoodReads	
Push notifications	 

### **BiblioCommons \$80,000/annually as a hosted and responsive discovery layer**

- Due to cost, MCFLS would look to replace Encore and not purchase a mobile catalog app
- Hosted by company means MCFLS moves away from on-site server
- Too expensive to have a catalog and an app but may be just fine considering the quality

## Who has Communico?

The image displays two screenshots of the Google Play Store interface, showing the details of library-related apps. The top screenshot shows the 'Miami-Dade Public Library System' app page, and the bottom screenshot shows the 'Cuyahoga County Public Library' app page. Both pages show the app's name, category (Communico Education), age rating (Everyone), and a warning that the user does not have any devices. The top screenshot also shows a 'See more' link and a list of similar apps including 'Cuyahoga County Public Library', 'Salt Lake County Library', and 'Prince George's PGCMLS'. The bottom screenshot shows a 'Similar' section with apps like 'Libby', 'cloudLibrary', and 'Libby by OverDrive, Inc.'. The interface includes a left sidebar with navigation options like 'My apps', 'Shop', 'Games', 'Family', and 'Editors' Choice'. The bottom of the image shows a Windows taskbar with various icons and a search bar.

**Miami-Dade Public Library System**  
Communico Education  
Everyone  
You don't have any devices.  
Add to Wishlist Install

**Cuyahoga County Public Library**  
Communico Education  
Everyone  
You don't have any devices.  
Add to Wishlist Install

**Similar**

- Libby  
Libby is a home library cataloging app that scans items & works with
- cloudLibrary  
Bibliotheca Ltd  
The cloudLibrary allows you to borrow and read ebooks and audiobooks
- Libby by OverDrive, Inc.  
Meet Libby. Discover and enjoy ebooks and audiobooks from your

Annual review prepared exclusively for Milwaukee County Federated Library System

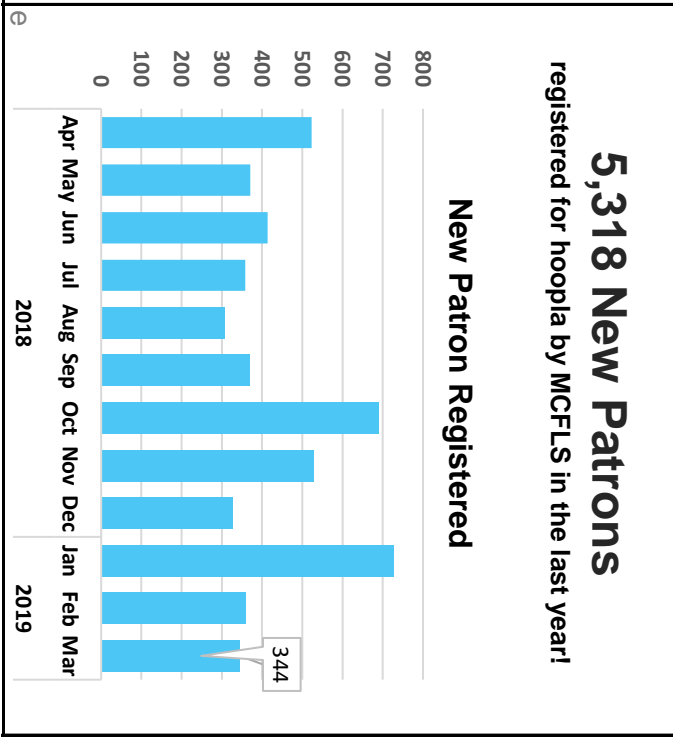
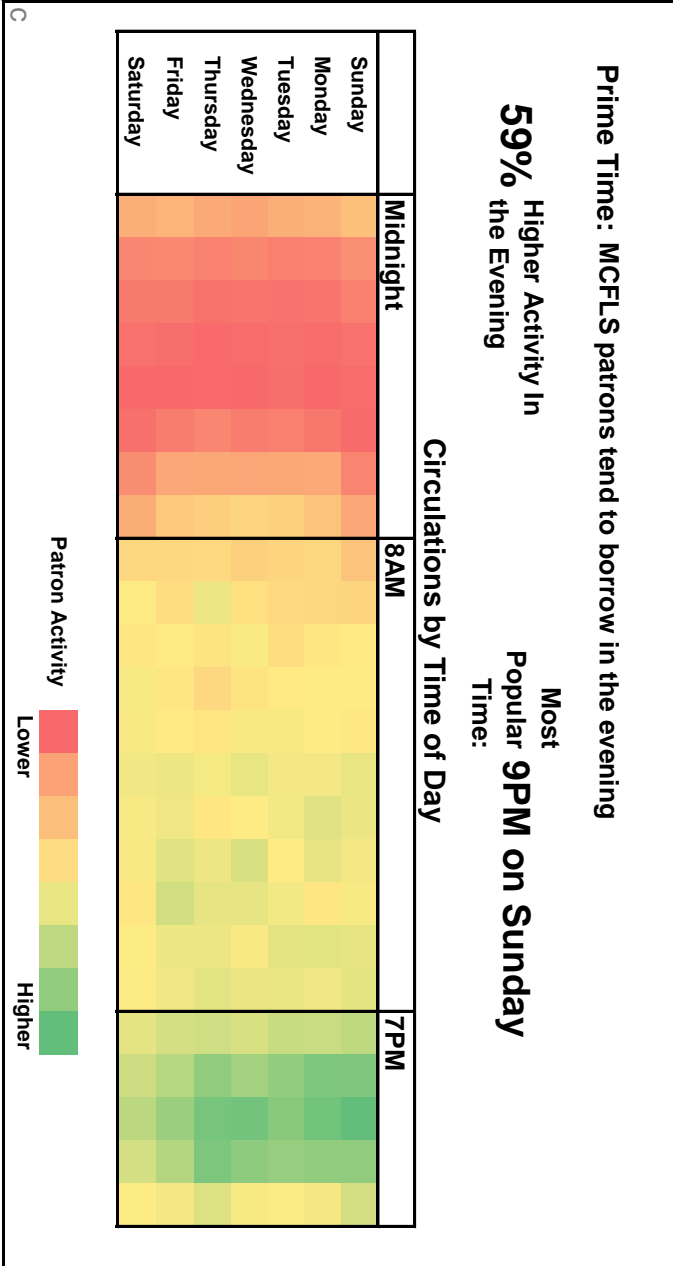
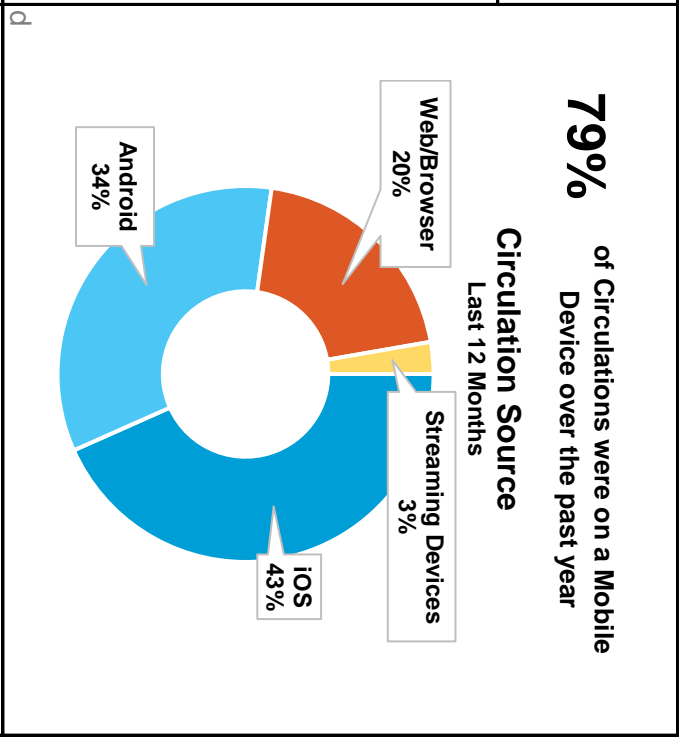
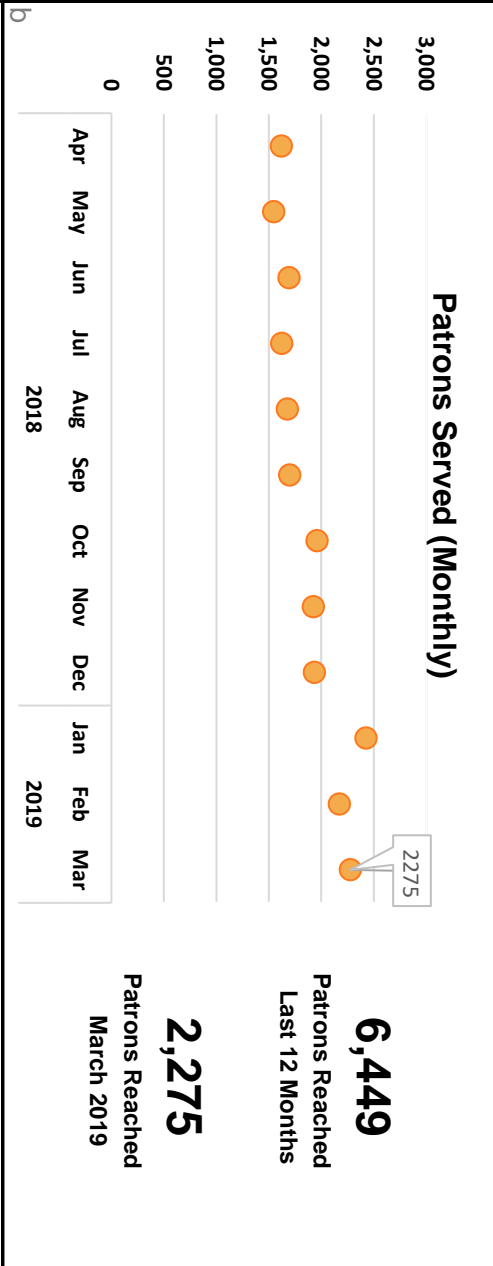


**February, 2015**

Milwaukee County Federated Library System Launched hoopla!

**8,615** Unique Patrons Since Launch

**72,807** Unique Titles Borrowed Since Launch



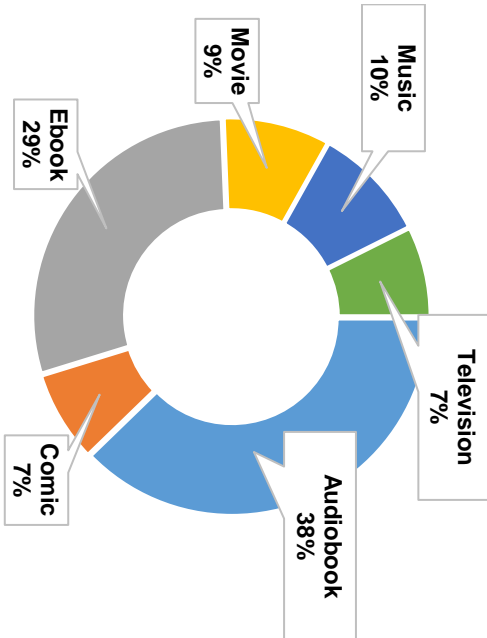


# Annual review prepared exclusively for Milwaukee County Federated Library System

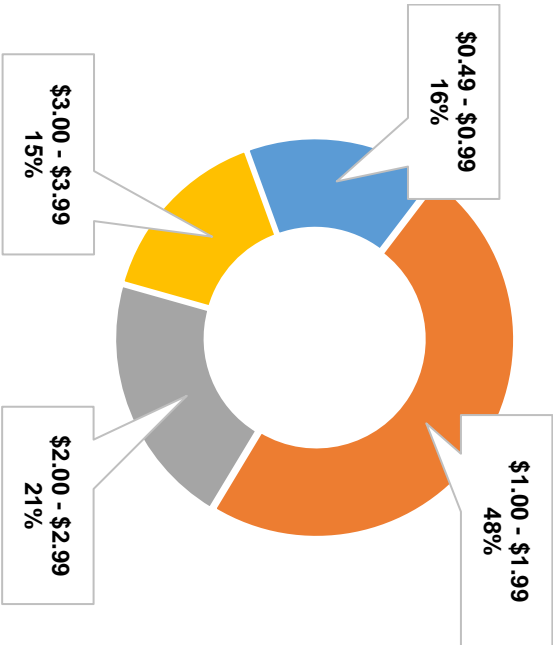


**74%** of titles circulated were eBooks,  
Audiobooks & Comics

## Titles Circulated by Format



## Circulations by Price Point



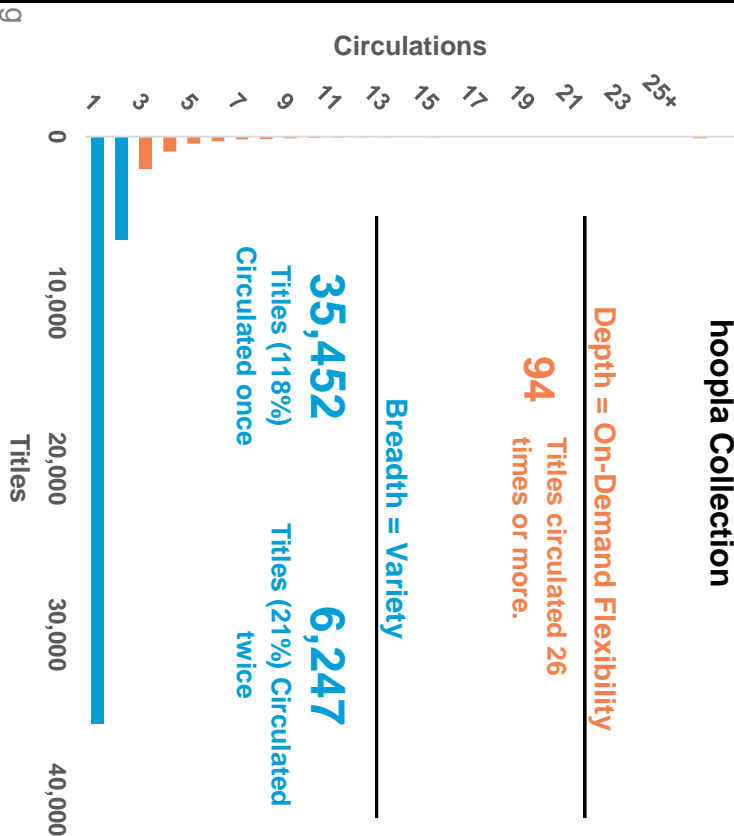
## Leveraging the Breadth & Depth of your hoopla Collection

**Depth = On-Demand Flexibility**  
**94** Titles circulated **26** times or more.

**Breadth = Variety**

**35,452** Titles (118%) Circulated once

**6,247** Titles (21%) Circulated twice



**Last 12 Months**

**29,940** Unique Titles Circulated

**74,379** Total Circulations

**11.5** Circulations Per Patron

**\$2.11** Cost per Circulation

## Delivering Value to Your Community

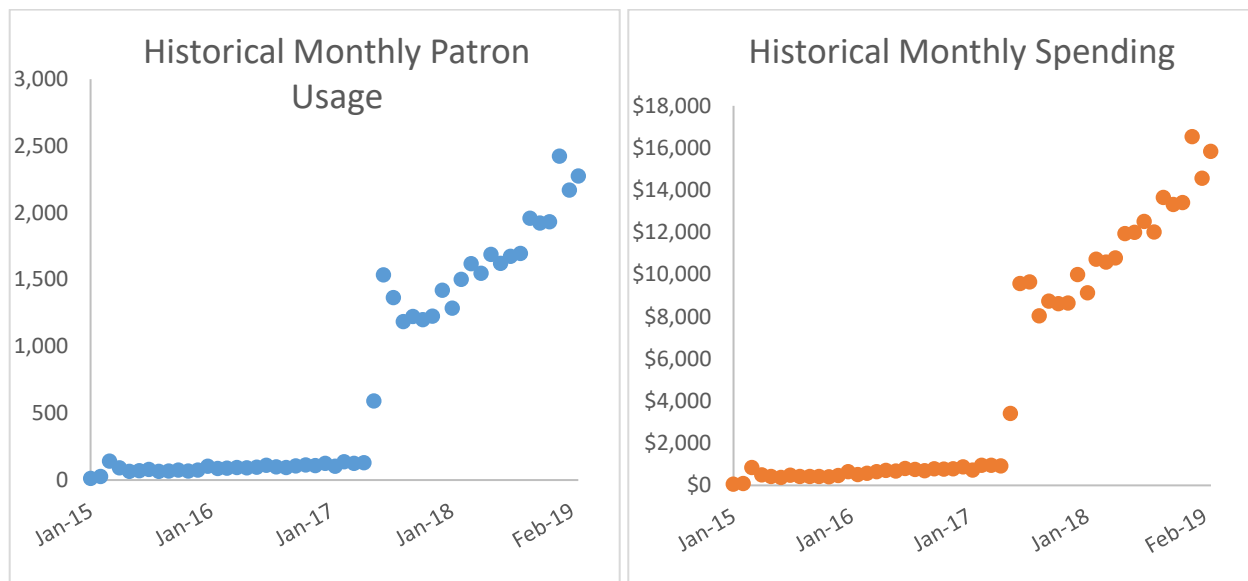
**\$669K** Saved

hoopla enabled Milwaukee County Federated Library System patrons to access 30K titles worth \$826K in Content Value for \$157K

Format	Total Cirs	Titles Cired	hoopla Total Cost	hoopla Cost per Title	Cost to Purchase (per Title)	Total Cost to Purchase Titles Cired
Audiobook	31,116	11,302	\$82,474	\$7.30	\$43	\$485,986
Comic	5,512	2,243	\$8,839	\$3.94	\$13	\$29,159
eBook	16,096	8,716	\$23,463	\$2.69	\$24	\$209,184
Movie	9,405	2,623	\$22,603	\$8.62	\$16	\$41,968
Music	7,475	2,846	\$11,325	\$3.98	\$10	\$28,460
Television	4,775	2,210	\$8,472	\$3.83	\$14	\$30,940

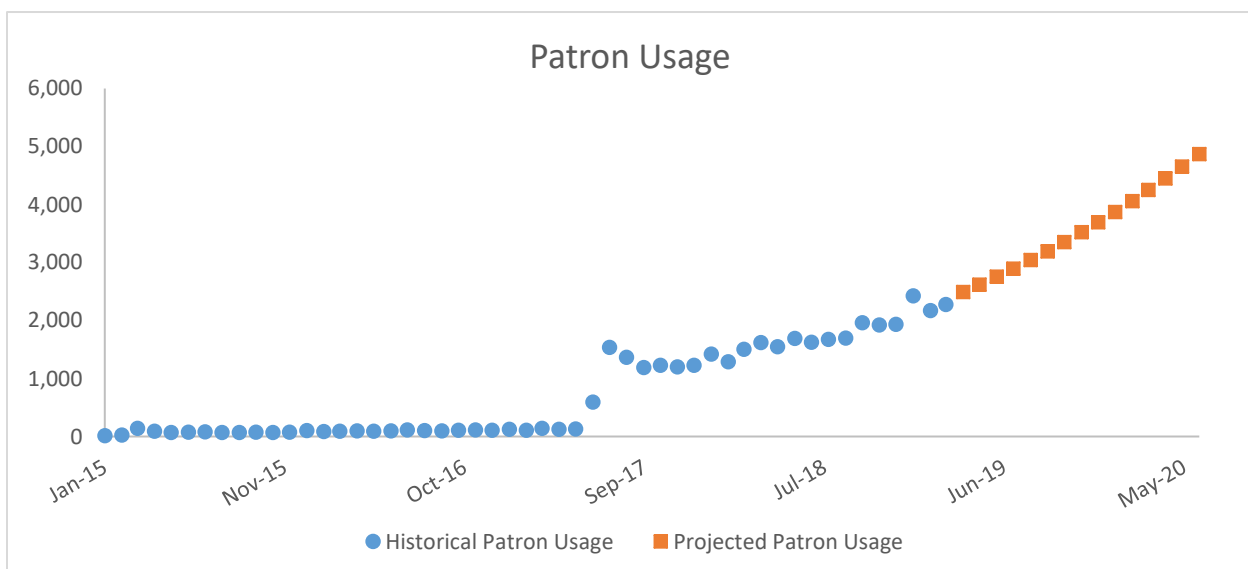
**Overview:** Members of the Milwaukee County Federated Library System launched hoopla in February 2015, with the remaining launching in June 2017, and the system continues to be a strong partner. The library continues to experience growth in patron usage and cost. This report details historical data, 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: \$2.13
- Average Monthly Circ Per Patron: 3.3





**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 15 months

Month	Expected Patrons	Expected Cost = Expected Patrons (X) Avg. Monthly Circ Per Patron (X) Avg. Cost Per Circ
	Projected	Projected
Apr-19	2,490	\$17,540
May-19	2,617	\$18,430
Jun-19	2,751	\$19,380
Jul-19	2,891	\$20,370
Aug-19	3,038	\$21,400
Sep-19	3,192	\$22,480
Oct-19	3,352	\$23,610
Nov-19	3,518	\$24,780
Dec-19	3,691	\$26,000
Jan-20	3,871	\$27,260
Feb-20	4,057	\$28,570
Mar-20	4,249	\$29,930
Apr-20	4,449	\$31,330
May-20	4,654	\$32,780
Jun-20	4,867	\$34,270
Projected 2019 Total		\$241,000
Projected 2020 Total (Partial)		\$184,200

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



# ESP LEVELS

## ESP Professional

ESP Professional is a self-service collection development tool to equip any selector with a robust decision support system integrated with Title Source 360 and collectionHQ to select future titles in the right quantity, for the right locations.

**\*\*Relevancy Index based on regional circulation data.**

## ESP Enterprise

ESP Enterprise is a suite of services that bring the art of Baker & Taylor's collection development together with the science of collectionHQ. Along with exclusive resources like FirstLook Services, Fund and Performance Monitoring, ESP is a decision support system integrated with Title Source 360 to equip your library with the information to select future titles and quantities, for the right locations.

**\*\*Relevancy Index based on regional circulation data.**

## ESP KEY BENEFITS

Integrates with FirstLook™ services and collection development workflows.

.....

Harnesses the same methods as Netflix and Amazon to predict how titles will perform in your collection.

.....

Applies evidence to recommend quantities required and locations where copies need to be placed to satisfy patron demand.

.....

esp

powered by FirstLook™, collectionHQ, and Title Source 360

**FIND OUT MORE:**

esp@collectionhq.com

www.collectionhq.com/esp

P-55319



.....

*Revolutionizing Collection Development*

[www.collectionhq.com/esp](http://www.collectionhq.com/esp)





## North Shore Library March 2019

### Activity by the Numbers

- 10,667 Residents visited the North Shore Library
- 20,502 Physical Items checked out
- 58 New Library Cards Issued
- 31 days North Shore Library was open
- 3,785 E-items checked out by NSL residents
- 2,494 WIFI Sessions
- 1,163 Public Computer Sessions
- 4,743 Website Visits
- 54 Community Room use for 81 hours
- 87 Study Room use



Art Day Fun

### Classes

- 23 Children's Classes with 340 Participants
- 21 Adult Classes with 265 Participants



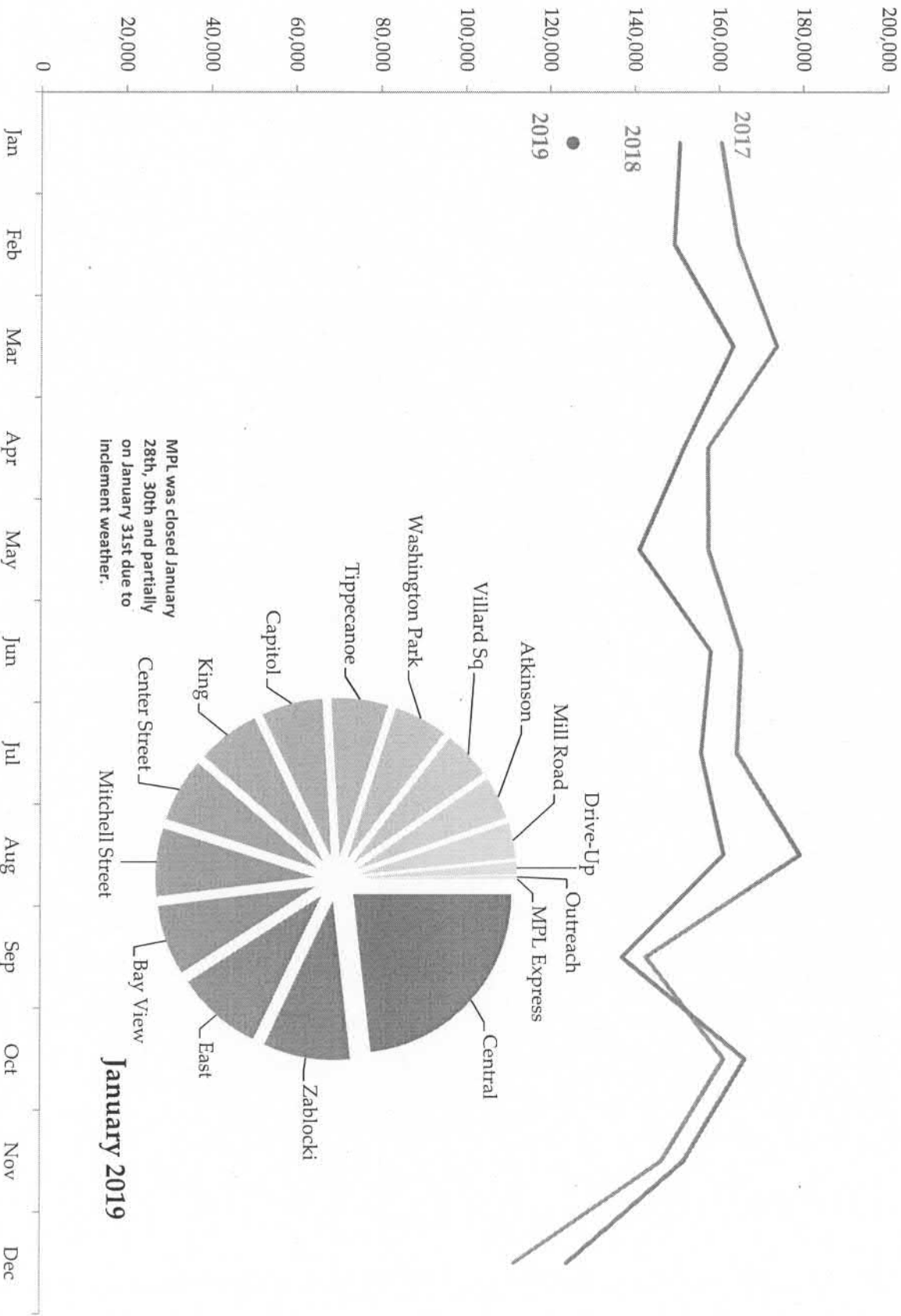
Art Day Sand Painting

### Highlights/Accomplishments

- Library Director and the four Village/City Administrators met on March 12th to discuss questions concerning the Renovation of the Library. Next meeting is scheduled for April 23.
- Dermot Dolan joined the staff as an Adult Reference Librarian. Dermot hails from Dublin, Ireland. If you are planning a trip Ireland, you will want to speak with Dermot before you go.
- Heather Ryan has been promoted to the Children's Associate position. She will begin training in April and take over her new position in May.
- Spring Break classes at the Library included a Dinosaur Hunt with the Milwaukee Public Museum, Craft Day and Kids and Teen Movies.

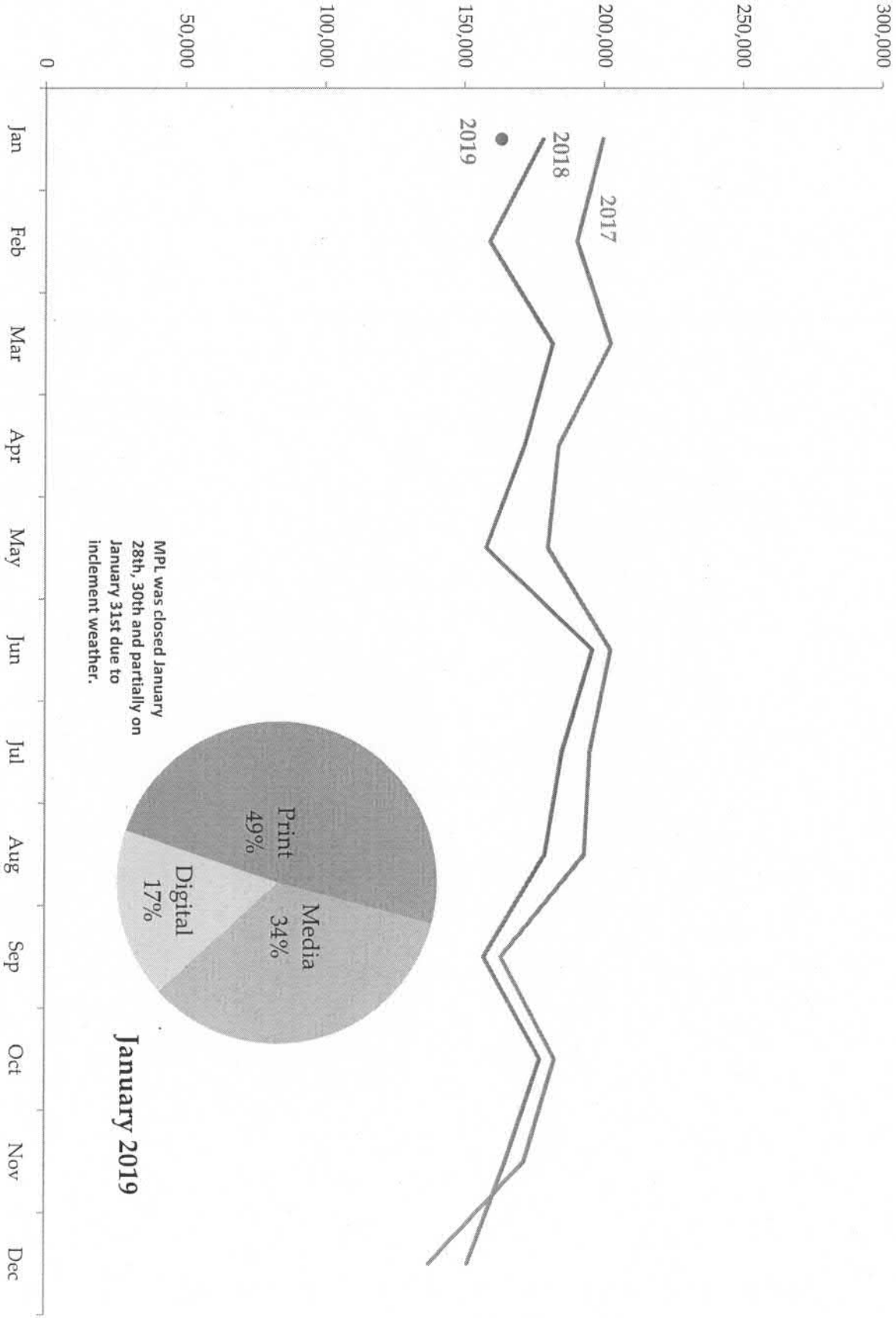
Milwaukee Public Library Visits

ATTACHMENT A – P. 16 of 23  
MPL CONSENT AGENDA  
4b. Library Director's Report  
P. 19

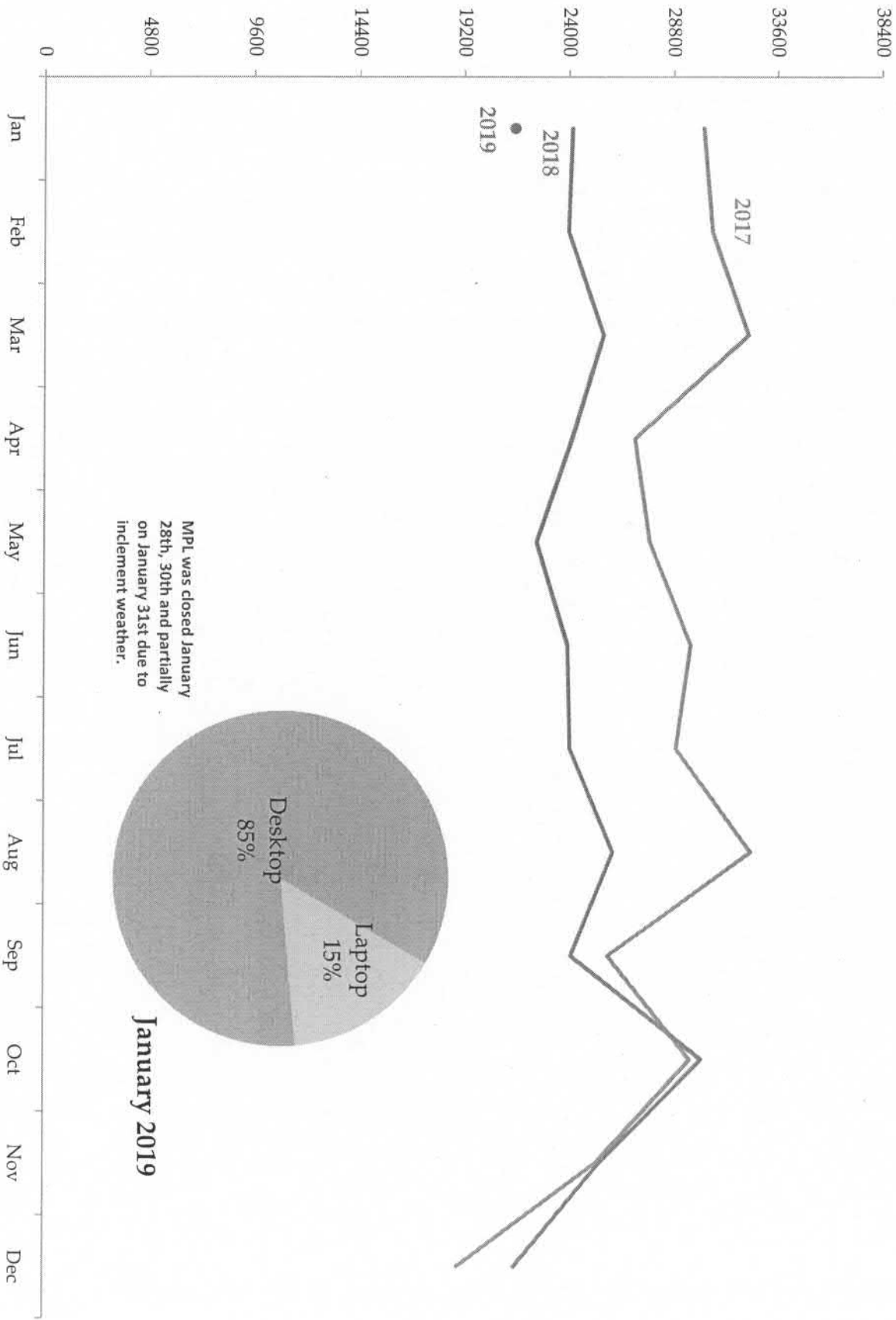


Milwaukee Public Library Circulation

ATTACHMENT A – P. 17 of 23  
MPL CONSENT AGENDA  
4b. Library Director's Report  
P. 20

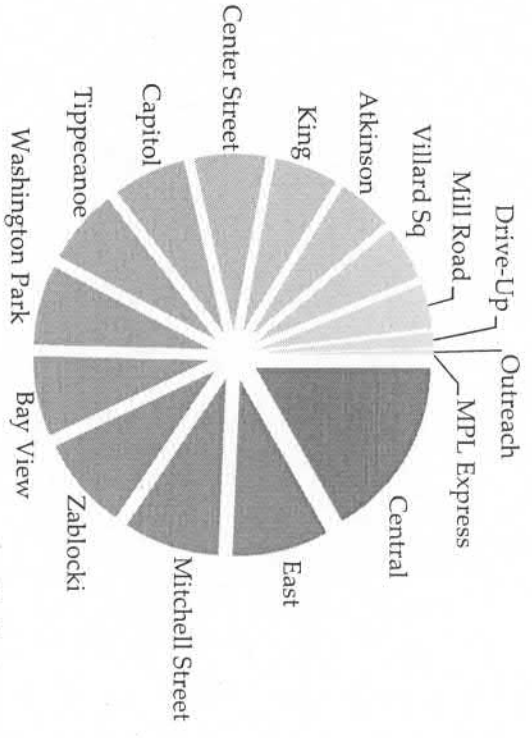
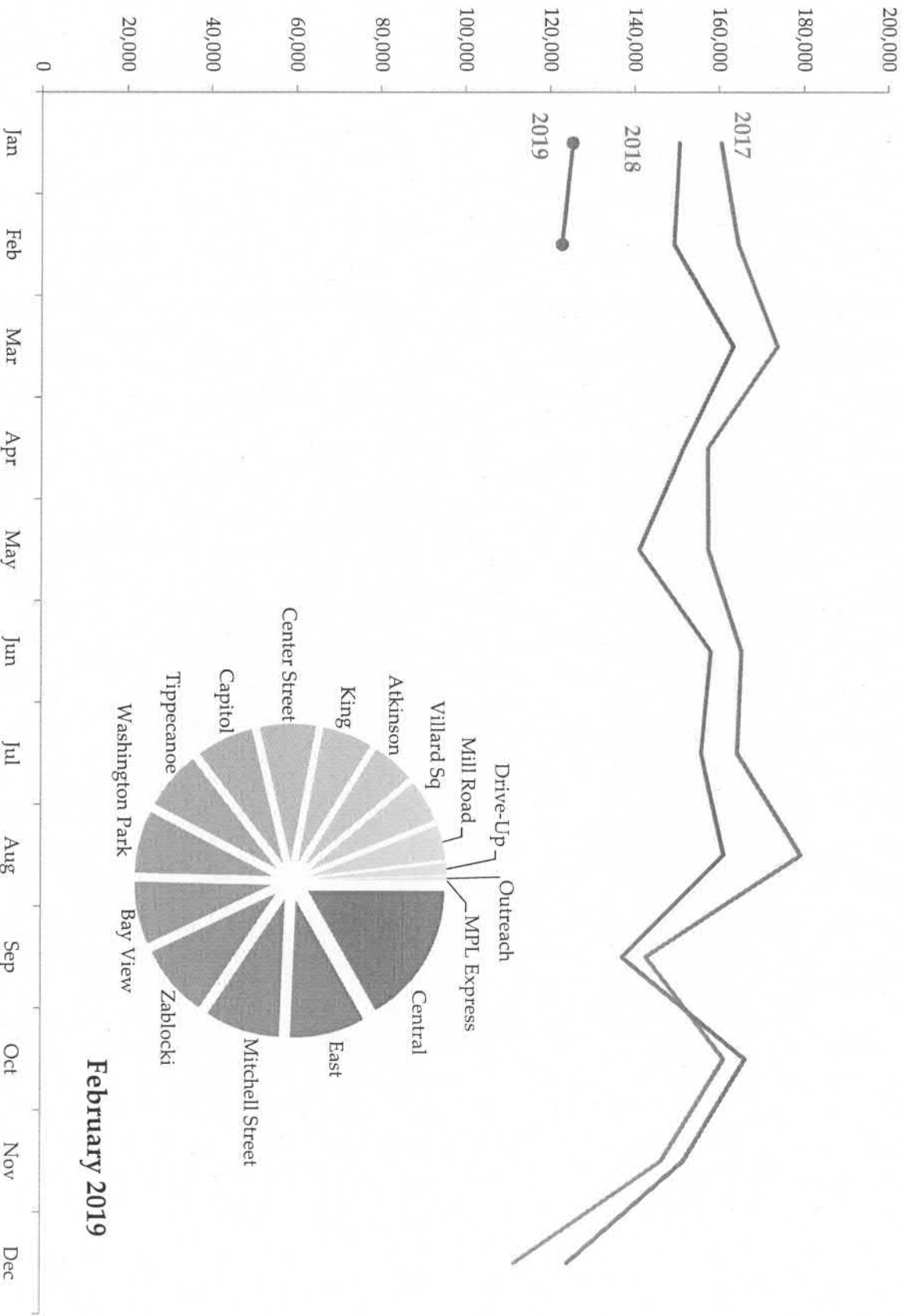


Milwaukee Public Library Hours of Computer Usage



ATTACHMENT A – P. 18 of 23  
MPL CONSENT AGENDA  
4b. Library Director's Report  
P. 21

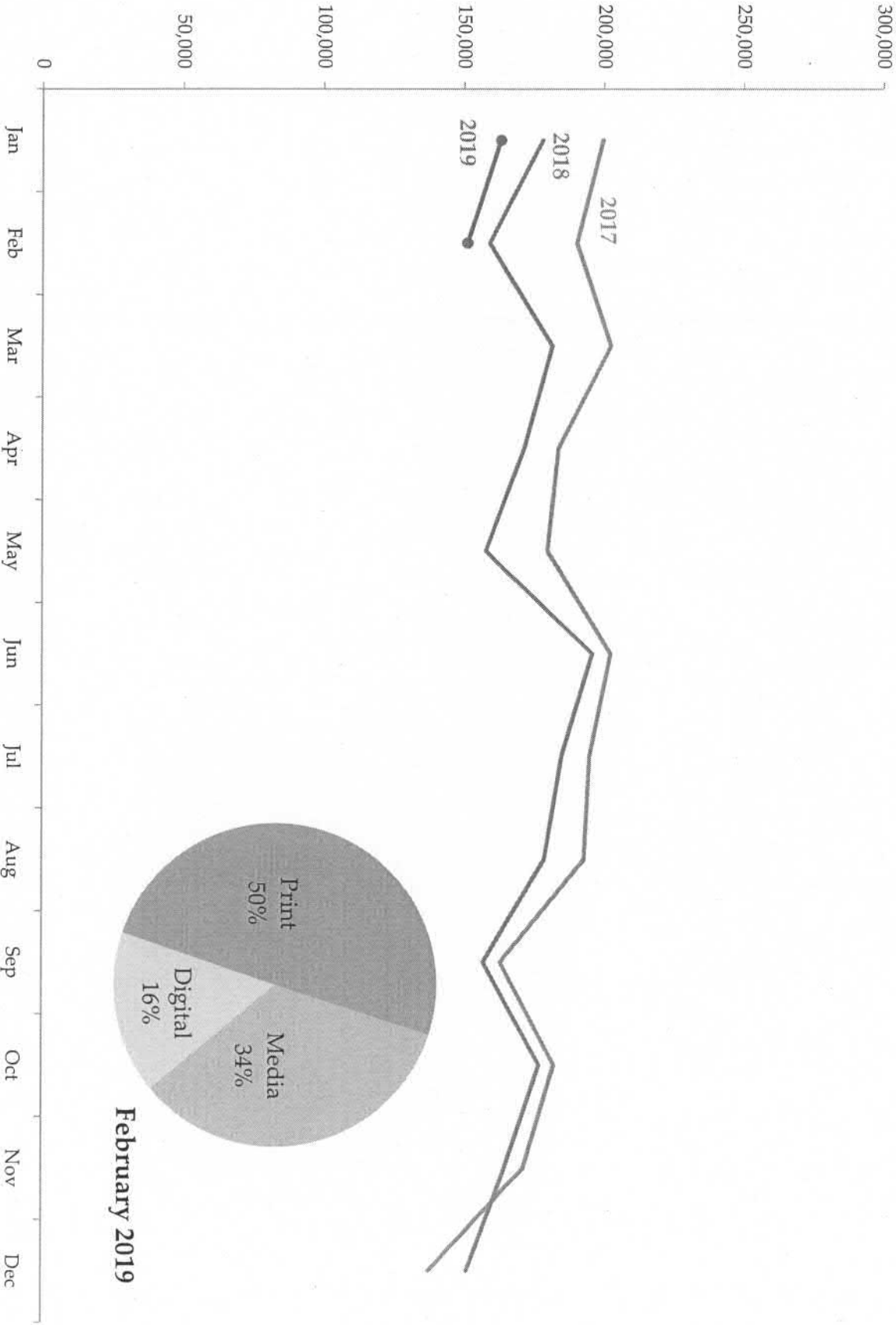
Milwaukee Public Library Visits



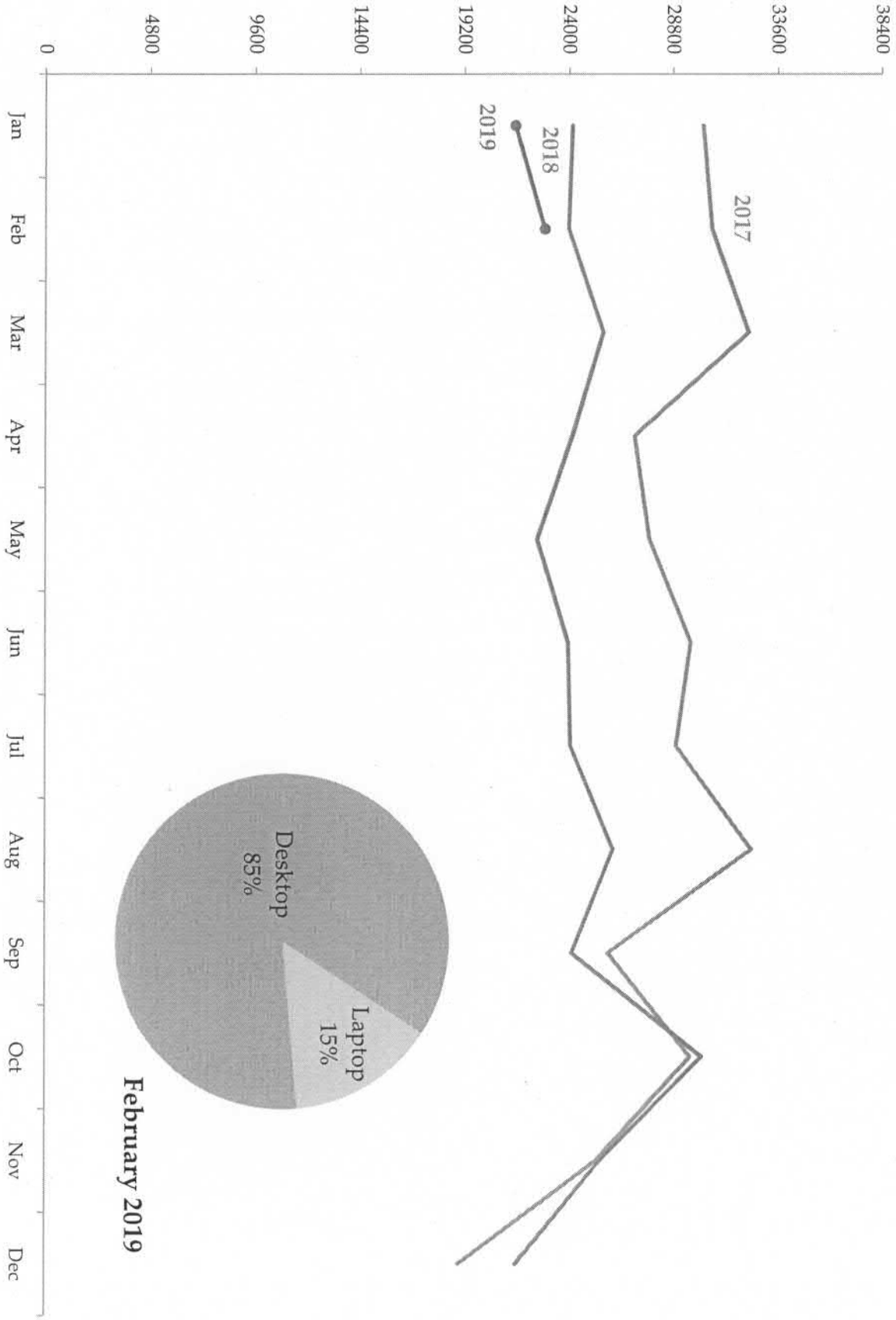
February 2019

Milwaukee Public Library Circulation

ATTACHMENT A – P. 20 of 23  
MPL CONSENT AGENDA  
4b. Library Director's Report  
P. 23



Milwaukee Public Library Hours of Computer Usage



ATTACHMENT A - P. 21 of 23  
MPL CONSENT AGENDA  
4b. Library Director's Report  
P. 24

**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
January, 2019**

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	73,501	79,254	-7.3%	73,501	79,254	-7.3%

Database Hits						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	11,338	8,931	27.0%	11,338	8,931	27.0%

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	10,951	9,342	17.2%	10,951	9,342	17.2%
Audiobooks	9,108	7,206	26.4%	9,108	7,206	26.4%

Downloads of Digital Music through Freegal						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	2,235	2,495	-10%	2,235	2,495	-10%

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	44,626	44,264	0.8%	44,626	44,264	0.8%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	13,583	13,682	-0.7%	13,583	13,682	-0.7%
Atkinson	1,029	884	16.4%	1,029	884	16.4%
Bay View	2,358	2,630	-10.3%	2,358	2,630	-10.3%
Capitol	2,223	2,255	-1.4%	2,223	2,255	-1.4%
Center Street	1,177	1,247	-5.6%	1,177	1,247	-5.6%
East	2,687	2,656	1.2%	2,687	2,656	1.2%
Martin Luther King	1,362	1,204	13.1%	1,362	1,204	13.1%
Mill Road	731	100	631.0%	731	100	631.0%
Mitchell Street	1,421	1,450	-2.0%	1,421	1,450	-2.0%
Tippecanoe	2,448	2,517	-2.7%	2,448	2,517	-2.7%
Villard Square	1,149	1,266	-9.2%	1,149	1,266	-9.2%
Washington Park	1,551	1,429	8.5%	1,551	1,429	8.5%
Zablocki	2,362	2,674	-11.7%	2,362	2,674	-11.7%
YCOS--EOS	218	320	-31.9%	218	320	-31.9%
TOTAL	34,299	34,314	0.0%	34,299	34,314	0.0%



**Milwaukee Public Library  
Computer, Internet, and Electronic Statistics  
February, 2019**

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	70,313	75,057	-6.3%	143,814	154,311	-6.8%

Database Hits						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	9,692	8,358	16.0%	21,030	17,289	21.6%

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	10,153	8,274	22.7%	21,104	17,616	19.8%
Audiobooks	7,777	6,165	26.1%	16,885	13,371	26.3%

Downloads of Digital Music through Freegal						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	1,743	2,123	-18%	3,978	4,618	-14%

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	38,223	38,557	-0.9%	82,849	82,821	0.0%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	11,473	12,220	-6.1%	25,056	25,902	-3.3%
Atkinson	1,032	928	11.2%	2,061	1,812	13.7%
Bay View	2,133	2,109	1.1%	4,491	4,739	-5.2%
Capitol	1,808	1,915	-5.6%	4,031	4,170	-3.3%
Center Street	978	973	0.5%	2,155	2,220	-2.9%
East	2,249	2,099	7.1%	4,936	4,755	3.8%
Martin Luther King	1,042	1,004	3.8%	2,404	2,208	8.9%
Mill Road	622	123	405.7%	1,353	223	506.7%
Mitchell Street	1,215	1,122	8.3%	2,636	2,572	2.5%
Tippecanoe	2,172	2,053	5.8%	4,620	4,570	1.1%
Villard Square	831	1,071	-22.4%	1,980	2,337	-15.3%
Washington Park	1,349	1,277	5.6%	2,900	2,706	7.2%
Zablocki	2,188	2,137	2.4%	4,550	4,811	-5.4%
YCOS--EOS	181	334	-45.8%	399	654	-39.0%
TOTAL	29,273	29,365	-0.3%	63,572	63,679	-0.2%

2019	Gates			Circulation			Internet/PC Usage			Library Programming				Bookable Meeting Rm Use				
	Days Open	Gate Count	Diff. from prior year	Physical Circ.	Diff. from prior year	eBooks Audio Mags Movies	Diff. from prior year	Total	Computer Sessions	Distinct WiFi Users	New Cards	Holds Filled	Kids & Teens		Adults	Guests	Create Space Visitors	Website Visits
Jan.	29	15830	(1628)	32356	(149)	3676	564	36032	1200	1855	99	4677	17	16	591	79	6701	65
Feb.	28	15826	(548)	30759	1343	3130	524	33889	1224	1686	88	4592	26	22	1076	83	5219	88
March	31	17821	(714)	33983	(962)	3584	508	37567	1403	1925	113	4761	25	27	1267	107	5416	83
April																		
May																		
June																		
July																		
Aug.																		
Sept.																		
Oct.																		
Nov.																		
Dec.																		
Totals	88	49477	(2890)	97098	232	10390	1596	107488	3827	5466	300	14030	68	65	2934	269	17336	236

#### Timeline for MCFLS Agreements

- May—Work on costs and budget for five years
- June 17<sup>th</sup> MCFLS Board Meeting—Layout budget proposals
- July 15<sup>th</sup> MCFLS Board Meeting—approval for framework of agreements.
- August 8<sup>th</sup> LDAC—present four-year budget changes to directors, ILS agreement draft.
- August—MPL and MCFLS work on Resource agreement draft.
- August 19<sup>th</sup> MCFLS Board meeting—Board to approve: Resource agreement, ILS and Technology agreement to present to member libraries.
- September 5<sup>th</sup> LDAC—continue presentation (as necessary) of ILS agreement.
- September—MPL and MCFLS work on cataloging contract.
- September 16<sup>th</sup> MCFLS Board meeting—approve cataloging contract.
- September through December—Member libraries present agreement(s) to their board for signatures.

## 2019 MCFLS Marketing Plan

**Introduction.** Part of the recently revised mission statement of the Milwaukee County Federated Library System is to empower the capabilities and capacities of member libraries to deliver responsive and innovative library services to all residents of Milwaukee County. In addition, the 2020-2024 MCFLS Strategic Plan identifies communication and support for member libraries as a high priority direction for the system.

The purpose of this plan is 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 that will begin in 2020 with the formation of a marketing and advocacy committee made up of library and outside experts. That 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. This belief makes single-library marketing less effective than it might otherwise be. For instance, a resident in Whitefish Bay could very easily see marketing designed for a Shorewood service, and then go into the Whitefish Bay library and ask for that service, which is unavailable to them. 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.

## 2019 Marketing Goals.

- I. Provide groundwork for communication and marketing activities laid out in 2020-2024 MCFLS strategic plan.

### Activities

- a. With support from the MCFLS Board and LDAC, form a new LDAC subcommittee for marketing and advocacy for the system.
  - i. Determine membership, mission and bylaws.
  - ii. Create an RFI to organizations interested in consulting with MCFLS for data, marketing and advocacy services.
  - iii. Produce a scope of work for a paid intern.
- b. Create a budget to support the work of a marketing and advocacy committee.

### Evaluation

- a. Formation of the new subcommittee and bylaws.
- b. Create an RFI for organizations.
- c. Creation of a scope of work for paid intern.

- II. Increase use of system-provided online resources.

### Activities

- a. Promote use of the following system-wide resources
  - i. Gale Courses.  
Current cost: \$60,000. Enrollments: 2,730. Cost per class: \$22  
Goal: Enrollments: 3,300 or \$18 per class.  
Audience: Younger adult markets with an interest in continuing education for job-related purposes, either to be hired or for promotion. One third of residents fall into one of these marketing groups. These groups also show a higher than average use of computers and social media.  
Method: Ongoing Facebook and Twitter ads to run in April,

June, August and October one full week before classes start for the month.

Budget: \$900 for targeted social media ads.

- ii. Transparent Language (new language instruction service)  
Current cost: \$5,700. May replace Mango as system-provided language resource. 2018 Mango usage: 3,227 sessions.  
Goal Sessions: 3,550 sessions or 10% increase over Mango.  
Audience: Adult residents with an interest in language learning for frequent international travel or business. The target age demographic (ages 25-54) frequently uses social media making up 60% of Facebook usage.  
Method: Targeted Facebook and Twitter ads to run in April, July, September and November for two weeks.  
Budget: \$800 for targeted social media ads.
- iii. CFRA Marketscope (new investment information resource)  
Current cost: \$6,750. Replacement for S&P NetAdvantage.  
2018 NetAdvantage usage: 1,429 sessions.  
Goal Sessions: 1572 or 10% increase over NetAdvantage.  
Audience: County residents that place a high importance on investments, wealth management or retirement planning.  
Method: Targeted Facebook and Twitter ads to run in April, June, September and December for two weeks.  
Budget: \$800 for targeted social media ads.

- III. Establish relationships with other library systems to extend our marketing reach and scale resources more efficiently.

#### Activities

- a. Collaborate with Bridges and Lakeshores Library System staff on a regional marketing effort to promote September library card sign up month in 2019.

- i. Goals:
  - 1. A 5% increase in new user registrations system-wide from September-October 2019 as compared to the same period in 2018. Based on current numbers this would equate to an increase of 885 users over last year.
  - 2. A 2.5% increase in circulation system-wide from September-October 2019 as compared to the same period in 2018. This would result in an increase of 25,000 circulating materials.
- ii. Audience: Those residents in southeast Wisconsin who do not have a library card. The secondary audience is lapsed library users whose cards have expired or who have not visited the library recently.
- iii. Method:
  - 1. Billboards. Bridges has obtained pricing for billboards throughout Milwaukee County and will provide assistance with consistent messaging. Will focus on high traffic areas with low cost per 1000 impressions (CPM). Cost: Will vary based on location and number of billboards. Total not to exceed \$4600.
  - 2. Facebook ads. Facebook ads with consistent messaging will run at \$15/day for two months. Cost: \$900
  - 3. Radio spots. Bridges has identified popular radio stations (B93.3 and FONZ FM) that reach our target demographic. Cost: \$2000 to contribute to the purchase of 148 slots on B93.3 (1.4 million impressions)
- b. Budget system funds appropriately to support marketing collaboration moving forward.

## Recommendations for addressing 2019 hoopla funding issues

Current 2019 hoopla budget: \$160,000 (\$110,000 from MCFLS, \$50,000 from libraries)

Projected 2019 hoopla expenses: \$208,200

### Options

1. Reduce maximum checkouts from 6 to 4 and add additional system funding (recommended).
  - a. Reducing the maximum number of checkouts to 4 would reduce our estimated costs to just over \$180,000.
  - b. Average monthly circulation for patrons is 3.3 items.
  - c. MCFLS can add \$20,000 (Sierra servers came in under budget).
  - d. Will also discuss options with MPL to reduce costs moving forward.
2. Removing movies, TV and music formats AND reducing the number of max checkouts from 6 to 4.
  - a. Not recommended by hoopla staff. Would lessen the product and not give us enough cost savings.
  - b. By removing movies, TV and music and reducing the max checkout threshold to 4, the total projected cost for 2019 would be \$173,400. Compare that to the recommended option and we would only be saving around \$8000.
3. Reducing the maximum price point to \$2.84 for audiobooks and \$2.49 for movies AND reducing the max checkouts from 6 to 5.
  - a. Recommend by hoopla staff but NOT recommended by directors. Directors feel we should not remove titles that are performing successfully. Audiobooks are used heavily in our county and it was felt that this would lessen the impact of the service.
  - b. Projected costs for 2019 would be \$165,000 under this option.
4. Implementing a maximum daily budget to control costs.
  - a. Not recommended by hoopla staff.
  - b. Each library in the system has a separate hoopla account and the daily budget would need to be set within each account.
  - c. For small libraries like St. Francis or Brown Deer their part of the overall budget (\$3/day) would be exhausted almost immediately. For other libraries their daily allotment would be cut in half or worse.



Hoopla Data - 2019  
Checkouts at Each Price Point

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

Hoopla Data - 2019  
Checkouts at Each Price Point

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

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

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

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

LDAC Agenda - June 2019  
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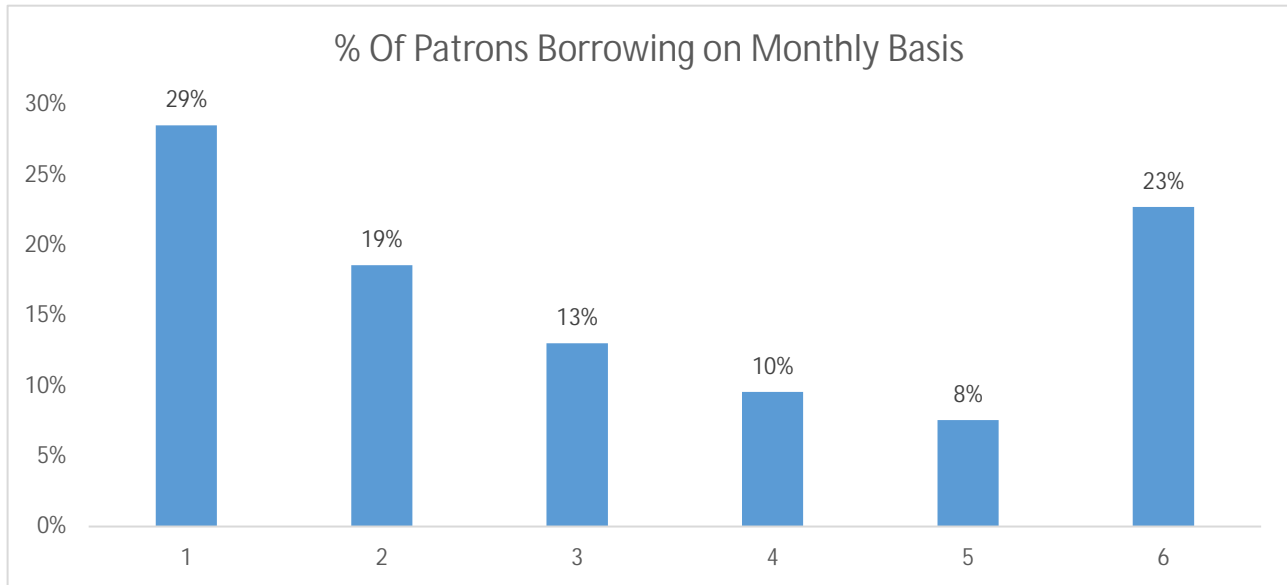
11635062	AUDIOBOOK	Glass Sword	Victoria Aveyard	9780062417305	20
12088739	AUDIOBOOK	Cress	Marissa Meyer	9781427236289	20
11588405	AUDIOBOOK	Divergent	Veronica Roth	9780062067593	20
11929529	AUDIOBOOK	We're Going to Need More Wine	Gabrielle Union	9780062694010	19
12010715	MOVIE	Just Getting Started			19
12006411	AUDIOBOOK	The Atomic City Girls	Janet Beard	9780062842398	19
11990077	AUDIOBOOK	If You Knew Her	Emily Elgar	9780062799418	19
11958929	AUDIOBOOK	The City of Brass	S. A. Chakraborty	9780062742643	19
11588423	AUDIOBOOK	Prince Caspian	C. S. Lewis	9780060854423	19
11975387	AUDIOBOOK	Murder on the Orient Express	Agatha Christie	9780062847928	18
12157324	AUDIOBOOK	The Glass Ocean	Beatriz Williams	9780062865007	18
11589048	AUDIOBOOK	Bad Feminist	Roxane Gay	9780062379764	18
11588388	AUDIOBOOK	The Voyage of the Dawn Treader	C. S. Lewis	9780060854386	18
11587174	AUDIOBOOK	The Horse and His Boy	C. S. Lewis	9780060854508	18
12159871	AUDIOBOOK	It's Not Supposed to Be This Way	Lysa TerKeurst	9781400210947	18
12064340	AUDIOBOOK	Puddin'	Julie Murphy	9780062476043	18
12157321	AUDIOBOOK	The Lighthouse Keeper's Daughter	Hazel Gaynor	9780062867087	17
11767130	AUDIOBOOK	King's Cage Unabridged	Victoria Aveyard	9780062656681	17
12157392	AUDIOBOOK	Tear Me Apart	J. T. Ellison	9781488204975	17
12157265	AUDIOBOOK	Sweet Little Lies	Caz Frear	9780062850676	17
11586893	AUDIOBOOK	A People's History of the United States	Howard Zinn	9780061968358	17
11588387	AUDIOBOOK	The Graveyard Book	Neil Gaiman	9780062363565	17
12119858	AUDIOBOOK	The Lost Vintage	Ann Mah	9780062849281	16
12135455	AUDIOBOOK	Heartless	Marissa Meyer	9781427267955	16
11638926	AUDIOBOOK	The Girl with Seven Names	Hyeonseo Lee	9780007595709	16
11877366	AUDIOBOOK	Body Love Unabridged	Kelley Leveque	9780062690890	15
11639657	AUDIOBOOK	Aristotle and Dante Discover the Secrets of the Universe	Benjamin Alire Saenz	9781442366060	15
11584653	AUDIOBOOK	The Art of Racing in the Rain	Garth Stein	9780061630682	15
11632335	AUDIOBOOK	The Secrets of Happy Families	Bruce Feiler	9780062249715	15
12038230	AUDIOBOOK	The Other Mother	Carol Goodman	9780062842466	15
11862621	AUDIOBOOK	Dragon Teeth Unabridged	Michael Crichton	9780062473394	15
12126523	AUDIOBOOK	All These Beautiful Strangers	Elizabeth Klehfoth	9780062849489	15
11999413	AUDIOBOOK	I'll Be Gone In The Dark	Michelle McNamara	9780062798695	15
11933080	AUDIOBOOK	Pimsleur Spanish Level 1	Various Authors	9781442313231	14
11632442	AUDIOBOOK	The Elite	Kiera Cass	9780062253842	14
11782137	AUDIOBOOK	Hello, Universe Unabridged	Erin Entrada Kelly	9780062661654	14
11927898	AUDIOBOOK	Keep Her Safe	Sophie Hannah	9780062694522	14
11698720	AUDIOBOOK	Uninvited	Lysa TerKeurst	9780718084646	14
12006540	AUDIOBOOK	War Storm	Victoria Aveyard	9780062841704	14
11993827	AUDIOBOOK	How to Manage Your Home Without Losing Your Mind	Dana K. White	9780718083243	14
12061977	AUDIOBOOK	The Other Girl	Erica Spindler	9781427285515	14
11904961	AUDIOBOOK	I Hate Myselfie	Shane Dawson	9781442381919	14
11587552	AUDIOBOOK	Going Postal	Terry Pratchett	9780060824693	14
11698304	AUDIOBOOK	The Hidden Life Of Trees	Peter Wohlleben	9780008218348	14
11587190	AUDIOBOOK	Insurgent	Veronica Roth	9780062132673	14
11937441	AUDIOBOOK	How to Lead When You're Not in Charge	Clay Scroggins	9780310531609	13
11586379	AUDIOBOOK	The Intelligent Investor	Benjamin Graham	9780062417619	13
12038216	AUDIOBOOK	Invested	Danielle Town	9780062801487	13
12088744	AUDIOBOOK	If You Knew My Sister	Michelle Adams	9781427294166	13
11588268	AUDIOBOOK	The End	Lemony Snicket	9780061230271	13
12064325	AUDIOBOOK	The Book of M	Peng Shepherd	9780062803153	13
11584654	AUDIOBOOK	The Selection	Kiera Cass	9780062132659	13
11911007	AUDIOBOOK	Into the Wild	Erin Hunter	9780062819918	13
11633731	AUDIOBOOK	America's First Daughter	Stephanie Dray	9780062463548	13
11890764	AUDIOBOOK	Invisible	James Patterson	9781478901273	12
11876848	AUDIOBOOK	The Almost Sisters	Joshilyn Jackson	9780062682130	12
11587162	AUDIOBOOK	The Ralph S. Mouse Audio Collection	Beverly Cleary	9780062191267	12
11588418	AUDIOBOOK	The Graveyard Book	Neil Gaiman	9780061707391	12
12140389	AUDIOBOOK	Hooking Up	Helena Hunting	9781427299024	12
11973937	AUDIOBOOK	Hurricane Season	Lauren K. Denton	9780785220282	12
11782148	AUDIOBOOK	The Secrets You Keep Unabridged	Kate White	9780062660008	12
11587410	AUDIOBOOK	Stardust	Neil Gaiman	9780061336225	12
11990090	AUDIOBOOK	Truly Devious	Maureen Johnson	9780062822000	12
12064103	AUDIOBOOK	Monday's Not Coming	Tiffany D. Jackson	9780062841964	12
11589101	AUDIOBOOK	The Success Principles™	Jack Canfield	9780062395702	12
12006489	AUDIOBOOK	Auschwitz Lullaby	Mario Escobar	9780785219910	11
11595583	AUDIOBOOK	The Screwtape Letters	C. S. Lewis	9780062243737	11
11588316	AUDIOBOOK	The Wide Window	Lemony Snicket	9780060793456	11

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

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

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



**Preface:** MCFLS member libraries currently pay roughly \$16,000 a year for the Boopsie for Libraries app but we continue to experience long delays waiting for minor changes to be made, as well as error messages when a patron goes to place a request or view a full record display with holdings. Demco, who owns Boopsie for Libraries, has relayed that it is discontinuing work on its new DiscoverMobile app which MCFLS had been pursuing since late 2018. This confirmed to MCFLS the need to move away from the company altogether. It is worth noting that a move to a new mobile catalog app means a jump in price regardless of which product is selected. Any of the three products our office evaluated would be an improvement over our current app.

**Evaluation:** MCFLS recommends the Communico product first followed by the Solus UK/BLUEcloud Mobile and then the Capira app. The search capabilities and limiting options for both the Communico and BLUEcloud Mobile/Solus UK apps were very strong as were the general appearance of the displays. Both of these products very easily allow a patron to filter down by format or location without having to be in a specific menu area or type of search (Capira had that limitation). This type of search option has been one of our libraries' most desired features and is required functionality by a consortium such as ours.


MCFLS staff were impressed by the strong development that is apparent with both Communico and Solus UK (working on behalf of SirsiDynix). However, Communico has solid experience configuring its app for many Innovative/Sierra libraries (also true for Capira Technologies). Solus UK has only done one Sierra library thus far (Dublin City Libraries) which isn't reassuring. Communico additionally exceeds the other two products with regards to its integration of digital content within its app. The other two configure OverDrive to allow patrons to get at that content but they primarily link out to other apps or databases. All are well-liked products including Communico which received praise by *The Public Libraries in Jefferson County* and *Cuyahoga County Public Library* whom Jen connected with. Important to MCFLS is the fact that Communico, as well as BLUEcloud Mobile provide a web-based content management system (CMS) with support for multiple staff logins. This will enable MCFLS and member libraries to make quick changes to library information such as hours. Capira Technologies instead manages changes to the app.

While Capira's app had very detailed usage statistics accessible online via Google Analytics, Communico and BLUEcloud Mobile supply good statistics via their web dashboard (CMS). All of these products mean a big change for MCFLS in terms of how the company gets our catalog data. We will be moving away from FTP outputs of our catalog and relying on the Sierra API to extract record information. Communico is in a unique position over the other two as it is also developing a discovery platform that is ILS-agnostic and almost live. This could be of potential interest to MCFLS and well-timed after our Encore replacement hardware is midlife.

All of the information below has been updated now that the three demos are finished.

Please see the grid below including the **blue bolded headings (for functions)** which indicate the areas where Communico was especially strong.

## MCFLS Mobile Catalog App Options

 **Communico** (\$33,000) 3-4 months to implement + one-time implementation fee which 25% of annual cost \$8250

### CONS

- Highest cost of the three products
- Slight worry that with its large suite of other cloud-based applications, MCFLS could encounter some type of limitation in the future because it does not have one of these other tools (somehow overlaps with Engage, its mobile catalog app)

 **Solus UK Ltd / BLUEcloud Mobile** (\$26,640)

This is the same app offered by SirsiDynix labeled as BLUEcloud Mobile

Annual subscription: \$26,640

Services: \$250

Template branding: \$250

Product delivery: \$250

Project management: \$300

### CONS

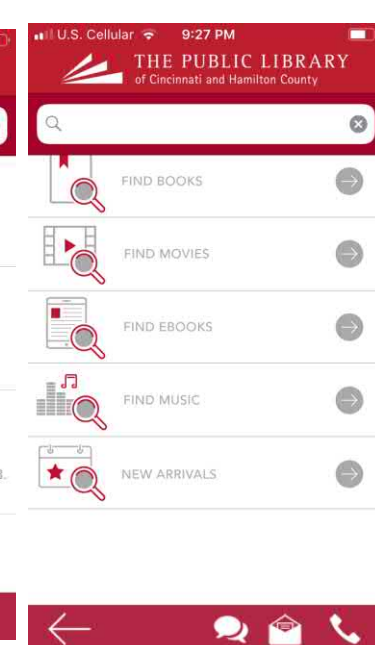
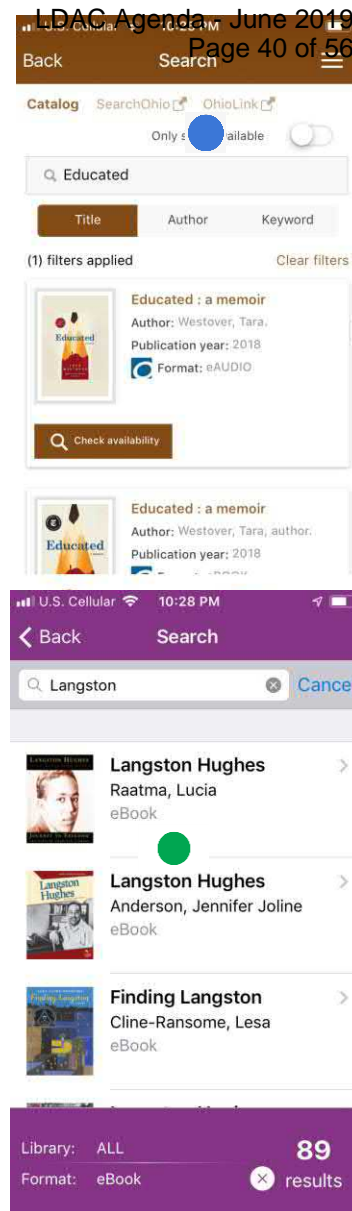
- MCFLS would be dealing with two companies for different aspects: SirsiDynix for support and Solus UK Ltd for development and technical matters.
- This app has a history of being made for SirsiDynix customers
- Solus UK Ltd. has done only 1-2 Sierra libraries so there is a slight concern about the catalog app being fully integrated for our ILS

 **Capira Technologies** (ballpark \$29,000)

The single (unified) app takes 3-5 months to configure; the “consortium” app with separate templates for each library would take more like 9 months.

### CONS

- No local control/ability to make small app changes. That goes through the company
- Limit by location requires MCFLS set up either an Advanced Search menu option or a Find Everything menu option. That’s in addition to the “Find Music” format based menus which don’t have as robust limit features and may lead to too many search menu options
- View digital resources via a menu but only links patrons to next app

















































































## Current Functionality with Boopsie for Libraries

 [Communico](#)

 [Solus UK Ltd](#)

 [Capira Technologies](#)

<b>Search the CountyCat catalog</b>	  
<b>E-library card/barcode</b>	  
<b>Access one's patron account</b>	  
<b>Renew currently checked out items</b>	  
<b>Pay fines (all of the products link the patron back to our Innovative webopac e-commerce page)</b> Both Communico and Solus UK are working to better integrate with E-Commerce and Pay Pal using the Sierra API. Neither has this work done yet. The goal is that patrons pay using PayPal within the app itself. Fines then adjusted via the Sierra API. Because both companies are active, I suspect we'd see that in 2020.	  
<b>Place and manage holds on titles</b>	  
<b>Find hours and location information by library</b> Capira's app we have to send them changes!	  
<b>Event listings by library</b> Capira's app has the added option to display system-wide programs/events.	  
<b>Separate menu for digital resources</b>	  
<b>True integrated access to OverDrive eBooks and Audiobooks</b> This is one of the big ways Communico stands out.	
<b>New materials listing</b>  The Solus UK app means MCFLS manually maintaining such a list but still available.  Capira pulls information from an SQL report we set up. This is what we do now.	  
<b>Social media accounts by library (distinct per location)</b>	  
<b>Separate menu option for databases</b>	  
<b>Option to show 'only available'</b>  Capira - if have the Advanced Search option set then this will display	 
<b>Scan ISBN to check for items</b>	  
<b>Usage statistics</b>  Capira has great Google Firebase Analytics integrated for the app. Very good.	  
<b>Functionality Missing with Boopsie App</b>	

<b>ILS API integration (no scheduled FTP output of our records)</b>	  
<b>A web dashboard to maintain the app.</b>	 
<b>Recommended reads/carousel</b> Solus UK Ltd allows for this (GREEN DOT). However, it has a bib list creation on its CMS which means it's not automated or integrated with another product like Novelist Select and MCFLS or library staff would have to maintain it.	
<b>Ability to limit on title &amp; author</b>	 
<b>Ability to limit results by format</b>  Not available under the Find Books, Find Music, seems to be only available via the Advanced Search for Find Everything option.	  
<b>Ability to edit patron account (coming soon for )</b>	
<b>Wish list for title management</b>	
<b>Strong development by company</b> Capira seems weak in this area and doesn't regularly update.	 
<b>Tracks a patron's reading history</b> All of the apps are set so that it only does this history if a patron first opts in within Encore/WebOpac (CountyCat)	  
<b>Multiple templates available for each branch</b> Capira provides app for each library (template) as does Solus UK but Capira's costs more.	 
<b>Ability to link patron accounts (Solus UK Ltd does not require staff intervention)</b>	  
<b>Other Functionality</b>	
<b>Communico links out to GoodReads (no true integration with that tool)</b>	
<b>Push notifications</b> Capira has a web console that lets libraries put out broadcast announcements that appear on the app. Excellent feature. There are also account notifications with Capira.	 
<b>Self Checkout via the App</b> Capira can set rules at the library level independent of Sierra patron set up to allow individual cases of check out via the app using a barcode scan. This is not for locations having RFID.	

## Other Notes

Ebsco is working on an API for Flipster but right now no apps integrate with that content.

All three apps mention that they hope to work with NovelistSelect to integrate content for the recommended reads/carousel.

BiblioCommons \$80,000/annually as a hosted and responsive discovery layer

- Due to cost, MCFLS would look to replace Encore and not purchase a mobile catalog app
- Hosted by company means MCFLS moves away from on-site server
- Too expensive to have a catalog and an app but may be just fine considering the quality

BiblioCommons is a great product that MCFLS may consider and plan for over the long term. We received a rough quote of \$80K for that product but that translates into both a replacement for Encore (CountyCat) and a CountyCat Mobile app because it is mobile responsive in its design. It is a popular option among many libraries no matter the ILS but including Innovative sites primarily due to the fact that Innovative has not developed Encore for many years. While it has begun rolling out (2019) its new Discovery product called Inspire, MCFLS does not initially see this as a good fit for public libraries as its results display and design seems to be more suited to academic libraries and full text article content. This is something our office will continue to evaluate over time.

## Ruled out

### ChiliFresh

- Used by Bridges & Monarch Library Systems but they rely more on Polaris which is mobile responsive
- BUG: patrons cannot renew items if requests are present on a title
- OverDrive titles view only; no integration with app
- No menu option for new materials, no wish list

MyLibrary is tailored to III customers but it lacks functionality such as search limits (by location, by format). It is also confusing to use as any/all MyLibrary sites are grouped together initially when you begin using the app.

## Proposal

### MCFLS Annual Accounting Procedure Regarding Funds for Replacement, Lost and Manual Charges over Five Dollars Received at Non-Ownning Libraries

#### Purpose

MCFLS staff is proposing a new accounting process for replacement, lost and manual charges over five dollars collected at non-owning libraries.

#### Current Practice

Member libraries retain all of their replacement charges, lost charges, and manual charges over five (5) dollars, regardless of the library where the payment occurred. When a member library collects a payment that belongs to another member library, the collecting library sends the payment through the delivery system to the owning library using the guidelines of the existing cash handling process.

- The collecting library sends an email to the MCFLS Business Manager and the owning library indicating the patron name, patron number, item title, item number, amount of payment sent, and reason. The MCFLS Business Manager enter this transaction in a master log of all transit transactions.
- The collecting library sends the payment through the delivery system in a cash bag to the system office.
- When the cash bag arrives at the system office, the MCFLS Business Manager verifies the item, records the receipt in the master log, and emails the collecting library and the owning library.
- The MCFLS Business Manager send the payment through the delivery system in a cash bag to the owning library.
- When the cash bag arrives at the owning library, the owning library verifies the item, and emails the MCFLS Business Manager and the collecting library. The MCFLS Business Manager record the receipt in the master log.

For more details, see the knowledgebase articles regarding the cash handling procedure for both MPL and suburban libraries: <https://mcfls.libguides.com/circulation/R-22>

#### Issues with Current Practice

The current cash handling process has several issues:

- Staff Time: The process is time-consuming for both member library staff and MCFLS staff. MCFLS and its member libraries processed over 1,300 payments in 2018. Each transaction requires multiple emails, the cash bag are routed through multiple locations, and the MCFLS Business Manager needs to update the master log three times for each transaction.
- Security: Sending cash through the delivery system increases the possibility of loss or theft.
- Accuracy: With so many variables and staff involved, accuracy during the cash handling process will suffer. Some transactions may not be caught and cash not returned to the owning library.
- Oversight: The cash handling process relies significantly on the good faith of all member libraries and no detailed, systematic oversight is possible.

## Proposed Procedural Changes

MCFLS proposes replacing the existing cash handling process with an accounting process. MCFLS will act as fiscal agent and create an annual report of net financial transactions for replacement charges, lost charges, and manual charges over five dollars.

At the end of each calendar year, MCFLS will run the net financial report detailing money collected and money owed to each library. The report will be run against the Fines Paid table on the Sierra database and collect information for all replacement, lost and manual charges over five dollars collected at non-owning libraries. An example of this report is attached to this proposal.

The MCFLS Business Manager will use the net amount calculated for each member library to determine whether the library is billed on the first quarterly invoice of the year or a payment is made to reimburse the library for money that they are owed.

## Implementation

Member libraries are asked to use the following procedure as of July 1<sup>st</sup>, 2019:

1. As of July 1<sup>st</sup>, 2019 all member libraries will retain all fees and fines collected at their libraries and stop sending money through the delivery system.
2. Member libraries still may not waive fines or fees from other member libraries per the current ILS, Resource Sharing, and Technology Agreement. Under extenuating circumstances, libraries can call the owning libraries to seek the waiving of a fine for a patron. It should be noted that waiving any non-owned replacement, lost or manual charge over five dollars will impact the net financial report numbers for your library.
3. Staff should pay close attention when collecting money for patrons with an MBLOCK of 'c' which indicates that they are part of a collection agency program (used by both Milwaukee and Greenfield currently). When all fines are paid down the MBLOCK will be removed overnight and the patron will then be in good standing. Until that time, patrons with an MBLOCK of 'c' will still be restricted from borrowing materials even if they have paid and/or the MBLOCK code is changed manually.
4. MCFLS recommends that member libraries place payments they collect for other libraries' replacement, lost and manual fines over five dollars in a suspense account. Suspense accounts allow for items to be entered temporarily before allocation to a correct or final account. Because the net amounts are not predictable and will vary based on patron behavior, these payments should not be deposited in a normal operating income line. Member libraries should use the funds collected in their suspense account to pay for any outstanding money that they owe (if any). Any funds leftover in the suspense account should be considered the property of that member library since they have paid out what they owe to other members.

Example of Net Financial Transactions Report (2018)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1																			
2																			
3			2018 Replacement/Lost Material/Manual Fee Collection (Sample)																
4			COLLECTED BY																
6			BROWN DEER																
7			CUDAHY																
8			FRANKLIN																
9			GREENDALE																
10			GREENFIELD																
11			HALES CORNERS																
12			MILWAUKEE																
13			NORTH SHORE																
14			OAK CREEK																
15			SHOREWOOD																
16			SOUTH MILWAUKEE																
17			ST. FRANCIS																
18			WAUWATOSA																
19			WEST ALLIS																
20			WHITEFISH BAY																
21			Grand Total																
22			\$517.98	\$1,039.46	\$962.66	\$426.86	\$594.38	\$434.32	\$4,586.41	\$1,634.06	\$724.79	\$866.71	\$646.14	\$597.18	\$2,708.96	\$4,019.42	\$656.23	\$20,415.56	
23																			
24			\$517.98	\$1,039.46	\$962.66	\$426.86	\$594.38	\$434.32	\$4,586.41	\$1,634.06	\$724.79	\$866.71	\$646.14	\$597.18	\$2,708.96	\$4,019.42	\$656.23		
25			\$772.60	\$911.50	\$877.45	\$550.35	\$1,349.49	\$437.68	\$8,020.27	\$666.79	\$677.55	\$770.47	\$892.00	\$518.73	\$1,758.99	\$1,680.50	\$531.19		
26																			
27			\$254.62	\$ (127.96)	\$ (85.21)	\$123.49	\$75.11	\$3.36	\$3,433.86	\$ (967.27)	\$ (47.24)	\$ (96.24)	\$245.86	\$ (78.45)	\$ (949.97)	\$ (2,338.92)	\$ (1125.04)		
28			OWED	OWES	OWES	OWED	OWED	OWED	OWED	OWES	OWES	OWES	OWED	OWES	OWES	OWES	OWES		
29																			
30																			

**Recommended Titles  
Top RB Titles and Flipster Additions**

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RB Rank	Title	Publisher	Model	Category	Net Price
65	Allrecipes	Meredith Corporation	100 SIMUsers	Food & Cooking	\$314.74
6	AppleMagazine	AppleMagazine	Unlimited	Science & Technology	\$612.41
58	Astronomy	Kalmbach Publishing Co.	Unlimited	Science & Technology	\$375.81
60	Backpacker	Active Interest Media, Inc.	Unlimited	Lifestyle	\$130.81
19	Better Homes & Gardens	Meredith Corporation	100 SIMUsers	Home & Garden	\$393.50
61	Bicycling	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Sports	\$131.24
	Birds & Blooms	Trusted Media Brands, Inc.	Unlimited	Hobbies, Interests & DIY	\$218.74
	Black Enterprise	Earl G. Graves Publishing Co.	Unlimited	Business	\$313.94
69	Car & Driver	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Automotive	\$524.73
70	Chicago	Chicago Magazine, a Tribune Publishing Corporation	Unlimited	Travel & Regional	\$87.41
41	Clean Eating	Active Interest Media, Inc.	Unlimited	Food & Cooking	\$218.50
78	Conde Nast Traveler	Conde Nast Publications	Unlimited	Travel & Regional	\$174.91
28	Cosmopolitan	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Lifestyle	\$524.73
50	Country Living	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Home & Garden	\$524.73
	Diabetic Living	Meredith Corporation	100 SIMUsers	Fitness & Health	\$419.74
45	Discover	Kalmbach Publishing Co.	Unlimited	Science & Technology	\$174.57
51	Do It Yourself	Meredith Corporation	100 SIMUsers	Hobbies, Interests & DIY	\$419.74
38	Eating Well	Meredith Corporation	100 SIMUsers	Fitness & Health	\$262.24
	Ebony	Ebony Media Operations, LLC	Unlimited	Lifestyle	\$314.78
	Essence	Essence Communications Inc.	Unlimited	Women's Interest	\$462.00
	Food & Wine	Meredith Corporation	100 SIMUsers	Food & Cooking	\$777.00
	Entertainment Weekly	Meredith Corporation	100 SIMUsers	Entertainment	\$1,258.94
49	Bon Appetit	Conde Nast Publications	Unlimited	Food & Cooking	\$174.91
15	Good Housekeeping	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Home & Garden	\$524.73
72	GQ: Gentlemen's Quarterly	Conde Nast Publications	Unlimited	Men's Interest	\$174.91
	Health	Meredith Corporation	100 SIMUsers	Fitness & Health	\$629.36
22	HGTV Magazine	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Hobbies, Interests & DIY	\$524.73
92	Highlights	Highlights for Children, Inc.	Unlimited	Family & Kids	\$349.91
	Hola	Hola SL	Unlimited	Spanish	\$831.24
64	House Beautiful	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Home & Garden	\$524.73
7	In Touch Weekly	American Media LLC	Unlimited	Entertainment	\$677.94
	InStyle	Meredith Corporation	100 SIMUsers	Women's Interest	\$630.00
62	iPhone Life	Mango Life Media LLC	Unlimited	Science & Technology	\$174.57
17	Kiplinger's Personal Finance	Kiplinger Washington Editors Inc.	Unlimited	Business	\$209.57
	Ladybug	Crickit Media	Unlimited	Family & Kids	\$157.41
37	Macworld	IDG Communications, Inc.	Unlimited	Science & Technology	\$174.74
14	Martha Stewart Living	Meredith Corporation	100 SIMUsers	Home & Garden	\$393.50
29	Men's Health	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Fitness & Health	\$209.91
33	Midwest Living	Meredith Corporation	100 SIMUsers	Travel & Regional	\$262.24
	Milwaukee Magazine	Milwaukee Magazine	Unlimited	Travel & Regional	\$560.00
66	Motor Trend	Motor Trend Group, LLC	Unlimited	Automotive	\$78.66
11	National Enquirer	American Media LLC	Unlimited	Lifestyle	\$524.91
10	National Geographic	National Geographic Partners LLC	200 SIMUsers	Travel & Regional	\$149.93
52	National Geographic Traveler	National Geographic Partners LLC	200 SIMUsers	Travel & Regional	\$119.93
3	Newsweek Global	Newsweek LLC	Unlimited	News & Politics	\$875.00
21	O, The Oprah Magazine	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Lifestyle	\$524.73
4	OK!	American Media LLC	Unlimited	Entertainment	\$174.91
56	Outside	Mariah Publications Corp.	500 SIMUsers	Lifestyle	\$210.00
	OZ Magazine	MLH Global Com SA de CV	Unlimited	Spanish	\$262.50
99	Parents	Meredith Corporation	100 SIMUsers	Family & Kids	\$262.24
44	PCWorld	IDG Communications, Inc.	Unlimited	Science & Technology	\$174.74
	People	Meredith Corporation	100 SIMUsers	Entertainment	\$2,437.48
	People en Espanol	Meredith Corporation	100 SIMUsers	Spanish	\$419.36
48	Popular Mechanics	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Science & Technology	\$524.73
67	Popular Science	Bonnier Corporation	Unlimited	Science & Technology	\$174.57
16	Prevention	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Fitness & Health	\$210.00
39	Rachael Ray Every Day	Meredith Corporation	100 SIMUsers	Women's Interest	\$393.50
24	Reader's Digest	Trusted Media Brands, Inc.	Unlimited	Lifestyle	\$218.74
	Real Simple	Meredith Corporation	100 SIMUsers	Lifestyle	\$607.94
34	Rolling Stone	Rolling Stone LLC	500 SIMUsers	Entertainment	\$262.07
71	Runner's World	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Hobbies, Interests & DIY	\$175.00
47	Shape	Meredith Corporation	100 SIMUsers	Fitness & Health	\$393.50
23	Soap Opera Digest	American Media LLC	Unlimited	Entertainment	\$262.41
	Sports Illustrated	Meredith Corporation	100 SIMUsers	Sports	\$1,867.94
13	Star (US Edition)	American Media LLC	Unlimited	Entertainment	\$174.91
68	Taste of Home	Trusted Media Brands, Inc.	Unlimited	Food & Cooking	\$218.74
	The Family Handyman	Trusted Media Brands, Inc.	Unlimited	Home & Garden	\$218.74
26	The New York Review of Books	New York Review of Books, Inc.	Unlimited	Literary	\$516.24
1	The New Yorker	Conde Nast Publications	Unlimited	News & Politics	\$787.41

**Recommended Titles  
Top RB Titles and Flipster Additions**

LDAC Agenda - June 2019  
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8	The Week	Week Publications, Inc.	Unlimited	News & Politics	\$455.00
	TIME	TIME USA, LLC	100 SIMUsers	News & Politics	\$1,598.72
2	Us Weekly	American Media LLC	Unlimited	Entertainment	\$454.91
54	Vanity Fair	Conde Nast Publications	Unlimited	Women's Interest	\$174.91
59	Vogue	Conde Nast Publications	Unlimited	Women's Interest	\$174.91
25	Wired	Conde Nast Publications	Unlimited	Science & Technology	\$174.91
40	Woman's Day	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Women's Interest	\$524.73
5	Woman's World	Bauer Publishing Company, L.P.	Unlimited	Women's Interest	\$542.41
30	Women's Health	Hearst Magazines, a division of Hearst Communications, Inc.	500 SIMUsers	Women's Interest	\$174.91
	Woodcraft Magazine	Woodcraft Supply, LLC	Unlimited	Hobbies, Interests & DIY	\$218.67
55	Yoga Journal	Active Interest Media, Inc.	Unlimited	Fitness & Health	\$174.91

Total Before Discount: \$67,419.29

Discount: \$33,709.86

Total Net of Discount: \$33,709.43

Subscription Service Fee: \$1685

TOTAL: \$35,395 USD

Consumer Reports: additional \$16,269

Total with Consumer Reports: \$49,978

Subscription Service Fee: \$2499

TOTAL w/ Consumer Reports: \$52,477 USD



# Top 100 Flipster Titles

Title	Publisher	Model	Category	Net Price
7 Habits of Highly Effective Teens Workbook	FranklinCovey	Unlimited	Teens	\$70.00
Allrecipes	Meredith Corporation	100 SIMUsers	Food & Cooking	\$314.74
Art in America	Art in America, LLC	Unlimited	Art & Design	\$315.00
ARTnews	ARTnews Ltd	Unlimited	Art & Design	\$139.91
Ask	Cricket Media	Unlimited	Family & Kids	\$157.41
Ask Teacher's Guide	Cricket Media	Unlimited	Family & Kids	\$83.86
AudioFile	AudioFile Publications, Inc.	Unlimited	Literary	\$1,260.00
Babybug	Cricket Media	Unlimited	Family & Kids	\$157.41
beanz	Owl Hill Media, LLC	Unlimited	Family & Kids	\$629.78
Better Homes & Gardens	Meredith Corporation	100 SIMUsers	Home & Garden	\$393.50
Black Enterprise	Earl G. Graves Publishing Co.	Unlimited	Business	\$313.94
Bloomberg Businessweek	Bloomberg, L.P.	Unlimited	News & Politics	\$1,889.36
Boys' Life	Boy Scouts of America	Unlimited	Family & Kids	\$504.00
Brainspace	Brainspace	Unlimited	Science & Technology	\$314.78
Canada's History	Canada's National History Society	Unlimited	History	\$628.94
Canadian Geographic	Canadian Geographic Enterprises	2500 SIMUsers	Travel & Regional	\$523.94
Chatelaine	Rogers Media Inc.	50 SIMUsers	Food & Cooking	\$573.08
Choice	Australian Consumers' Association	Unlimited	Consumer	\$1,806.00
Christianity Today	Christianity Today International	Unlimited	Religion	\$419.78
Click	Cricket Media	Unlimited	Family & Kids	\$157.41
Cobblestone	Cricket Media	Unlimited	Teens	\$157.41
Cobblestone Teacher's Guide	Cricket Media	Unlimited	Family & Kids	\$83.86
Comics & Gaming Magazine	Comics & Gaming Magazine	Unlimited	Comics & Graphic Novels	\$525.00
Communication Arts	Coyne & Blanchard Inc.	Unlimited	Art & Design	\$630.00
Consumer Reports	Consumer Reports, Inc.	Unlimited	Consumer	\$16,269.00
Consumer Reports Buying Guide	Consumer Reports, Inc.	Unlimited	Consumer	\$230.78
Consumer Reports on Health	Consumer Reports, Inc.	Unlimited	Consumer	\$504.00
Cricket	Cricket Media	Unlimited	Teens	\$157.41
Cricket Teacher's Guide	Cricket Media	Unlimited	Family & Kids	\$83.86
Crochet World	Annie's Publishing, LLC	Unlimited	Hobbies, Interests & DIY	\$419.78
Crochet!	Annie's Publishing, LLC	Unlimited	Hobbies, Interests & DIY	\$419.78
Diabetic Living	Meredith Corporation	100 SIMUsers	Fitness & Health	\$419.74
Do It Yourself	Meredith Corporation	100 SIMUsers	Hobbies, Interests & DIY	\$419.74
Dr. Oz: The Good Life	Hearst Magazines, a division of Hearst	500 SIMUsers	Fitness & Health	\$524.73
Eating Well	Meredith Corporation	100 SIMUsers	Fitness & Health	\$262.24
Ebony	Ebony Media Operations, LLC	Unlimited	Lifestyle	\$314.78
Eco Kids Planet	Eco Kids Planet, Ltd	Unlimited	Family & Kids	\$402.50
EcoParent	EcoParent	2500 SIMUsers	Family & Kids	\$388.50
Entertainment Weekly	Meredith Corporation	100 SIMUsers	Entertainment	\$1,258.94
Entrepreneurs Start Ups	Entrepreneur.com, Inc.	Unlimited	Business	\$146.36
Essence	Essence Communications Inc.	Unlimited	Women's Interest	\$462.00
Faces	Cricket Media	Unlimited	Teens	\$157.41
Faces Teacher's Guide	Cricket Media	Unlimited	Family & Kids	\$83.86
Family Circle	Meredith Corporation	100 SIMUsers	Women's Interest	\$393.50
Fine Cooking	Taunton Trade Co.	Unlimited	Food & Cooking	\$628.94
Fine Gardening	Taunton Trade Co.	Unlimited	Home & Garden	\$628.94
Fine Homebuilding	Taunton Trade Co.	Unlimited	Home & Garden	\$796.94
Fine Woodworking	Taunton Trade Co.	Unlimited	Hobbies, Interests & DIY	\$733.94
Food & Travel Magazine	Food & Travel Magazine Inc.	Unlimited	Travel & Regional	\$336.00
Food & Wine	Meredith Corporation	100 SIMUsers	Food & Cooking	\$777.00
Forbes	Forbes Inc.	500 SIMUsers	Business	\$629.78
Foreign Policy	Foreign Policy	Unlimited	News & Politics	\$1,511.78
Fortune	Meredith Corporation	100 SIMUsers	Business	\$1,468.94
Girls' Life	Red Engine, LLC	Unlimited	Teens	\$418.94
Golf Magazine	EB Golf Media	Unlimited	Sports	\$418.94
Health	Meredith Corporation	100 SIMUsers	Fitness & Health	\$629.36
History Magazine	Moorshead Magazines Limited	Unlimited	History	\$376.94
Hola	Hola SL	Unlimited	Spanish	\$831.24
Ingredient Magazine	Teach Kids to Cook, LLC, Magazine Group	Unlimited	Food & Cooking	\$210.00
InStyle	Meredith Corporation	100 SIMUsers	Women's Interest	\$630.00
Juxtapoz Art & Culture Magazine	High Speed Productions Inc.	Unlimited	Art & Design	\$629.78
Kiplinger's Retirement Report	Kiplinger Washington Editors Inc.	Unlimited	Business	\$838.94
Ladybug	Cricket Media	Unlimited	Family & Kids	\$157.41
Library Journal	Media Source, Inc.	Unlimited	Academic	\$3,791.76
Maclean's	Rogers Media Inc.	50 SIMUsers	Business	\$1,719.23

# Top 100 Flipster Titles

Martha Stewart Living	Meredith Corporation	100 SIMUsers	Home & Garden	\$393.50
Midwest Living	Meredith Corporation	100 SIMUsers	Travel & Regional	\$262.24
Milwaukee Magazine	Milwaukee Magazine	Unlimited	Travel & Regional	\$560.00
MIT Technology Review	MIT Technology Review	Unlimited	Science & Technology	\$628.94
Muse	Cricket Media	Unlimited	Teens	\$157.41
Muse Teacher's Guide	Cricket Media	Unlimited	Family & Kids	\$83.86
National Geographic History	National Geographic Partners LLC	200 SIMUsers	History	\$119.93
National Review	National Review Inc.	Unlimited	News & Politics	\$419.78
National Wildlife (World Edition)	National Wildlife Federation	Unlimited	Science & Technology	\$630.00
Newsweek Mexico	News for America LLC	Unlimited	Spanish	\$35.00
Parents	Meredith Corporation	100 SIMUsers	Family & Kids	\$262.24
People en Espa�ol	Meredith Corporation	100 SIMUsers	Spanish	\$419.36
Quilter's World	Annie's Publishing, LLC	Unlimited	Hobbies, Interests & DIY	\$419.78
Rachael Ray Every Day	Meredith Corporation	100 SIMUsers	Women's Interest	\$393.50
Ranger Rick	National Wildlife Federation	Unlimited	Family & Kids	\$418.94
Ranger Rick Jr.	National Wildlife Federation	Unlimited	Family & Kids	\$418.94
Real Simple	Meredith Corporation	100 SIMUsers	Lifestyle	\$607.94
Science News	Society for Science & the Public	Unlimited	Science & Technology	\$1,428.00
Scientific American	Scientific American	Unlimited	Science & Technology	\$2,079.00
Scientific American Mind	Scientific American	Unlimited	Science & Technology	\$840.00
Shape	Meredith Corporation	100 SIMUsers	Fitness & Health	\$393.50
Sight & Sound	British Film Institute	Unlimited	Entertainment	\$525.00
Southern Living	Meredith Corporation	100 SIMUsers	Travel & Regional	\$629.36
Spider	Cricket Media	Unlimited	Family & Kids	\$157.41
Sports Illustrated	Meredith Corporation	100 SIMUsers	Sports	\$1,867.94
Sports Illustrated (No Swimsuit Edition)	Meredith Corporation	100 SIMUsers	Sports	\$1,867.94
Sports Illustrated Kids	Meredith Corporation	100 SIMUsers	Sports	\$670.94
Sunset	Sunset Publishing Corporation	100 SIMUsers	Travel & Regional	\$504.00
The Atlantic	Atlantic Media Inc.	500 SIMUsers	News & Politics	\$214.37
The Progressive	Progressive, Inc.	Unlimited	News & Politics	\$378.00
Thrasher	High Speed Productions Inc.	Unlimited	Sports	\$376.94
Threads	Taunton Trade Co.	Unlimited	Hobbies, Interests & DIY	\$733.94
TIME	TIME USA, LLC	100 SIMUsers	News & Politics	\$1,598.72
Travel & Leisure	Meredith Corporation	100 SIMUsers	Travel & Regional	\$945.00
Wacky But True	Wacky But True	Unlimited	Family & Kids	\$819.00
Zoobooks	National Wildlife Federation	Unlimited	Family & Kids	\$628.94
Zootles	National Wildlife Federation	Unlimited	Family & Kids	\$628.94

Service Fee adds 5% to the discounted title price per title.

2020 Flipster Estimates

Shares	Library	2020	2020 w/ Consumer Reports
1	Brown Deer	\$ 983	\$ 1,458
1	Cudahy	\$ 983	\$ 1,458
2	Franklin	\$ 1,966	\$ 2,915
1	Greendale	\$ 983	\$ 1,458
2	Greenfield	\$ 1,966	\$ 2,915
1	Hales Corners	\$ 983	\$ 1,458
12	Milwaukee	\$ 11,798	\$ 17,492
2	North Shore	\$ 1,966	\$ 2,915
2	Oak Creek	\$ 1,966	\$ 2,915
1	St. Francis	\$ 983	\$ 1,458
2	Shorewood	\$ 1,966	\$ 2,915
1	South Milwaukee	\$ 983	\$ 1,458
3	Wauwatosa	\$ 2,950	\$ 4,373
3	West Allis	\$ 2,950	\$ 4,373
2	Whitefish Bay	\$ 1,966	\$ 2,915
36	TOTAL	\$35,395	\$52,477
	Share:	\$ 983	\$ 1,458
	2020 est Flipster Costs	\$ 35,395	\$ 52,477

# Adult & Reference Services

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[mcfls.libguides.com/adult/P-07](http://mcfls.libguides.com/adult/P-07)

## INFOPASS Program

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The Infopass program is intended to assist library users who need access to materials which are in a library other than those to which they have legal access. The program is based on the assumption that cooperating libraries are willing to allow their resources to be used by any person referred to them by another Infopass institution. The Infopass program is entirely voluntary and is restricted to participating member libraries and information centers. [Click here to find out which libraries participate in the Infopass program.](#)

## Issuing an INFOPASS

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An Infopass may be issued at any **member library** when it is determined that the material a patron needs is not held by any MCFLS agency; that it is held by a participating Infopass member; and that the owning library is willing to make the material available. (Frequently patrons will have already determined the availability of the item.)

Infopasses are issued by the Librarian-In-Charge **or Library Director** after consulting the [Infopass website](#) to determine whether or not the institution participates in the program and whether or not a telephone call is required.

Infopasses are issued only to holders of valid, unblocked MCFLS library cards. Registration records should be checked before the Infopass is issued.

Libraries can now utilize an online form (called an 'e-Infopass') to send and retrieve data about requested materials. There are no paper forms used in this process any longer.

## TO ISSUE AN E-INFOPASS

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1. Login to <http://wils.org/infopass/> by selecting your library name from the list and your password. (see MCFLS staff to obtain a password if you do not already have one)
2. If your patron has never made use of e-Infopass before, please choose **Add User** from the menu
  - Add the patron's First and Last name and their unique Patron ID number (library card number) from their home library. Add as much contact information as possible, such as address and telephone.
  - Click "Add User"

**ADD USER** RESERVE CHECK-OUT RENEW CHECK-IN REPORTS POLICIES



## Information Passport to Milwaukee Area Libraries

### Cudahy Family Library

#### Create User InfoPass

Patron Unique ID

First Name

Last Name

Address

Telephone


3. To reserve a book at another library location, choose 'Reserve' from the menu. Choose the lending library from the drop down menu and include information about the material to be requested. Add the patron ID (library card number) for your patron from your home library (if your patron has never made use of Infopass before you will be prompted to 'add user' – please see these instructions in step 2). Click "Create Record."

[ADD USER](#) [RESERVE](#) [CHECK-OUT](#) [RENEW](#) [CHECK-IN](#) [REPORTS](#) [POLICIES](#)



## Information Passport to Milwaukee Area Libraries


### Cudahy Family Library

University of Wisconsin-Milwaukee Libraries 

[See Lending Policy](#)

#### Patron

Patron ID	25260000000004
Title	Smith, Chris
Author	Architecture in the space of flows
Call Number	NA2500 .A7346 2012

[Create a Record](#) 

4. The lending library will be notified via email of the request once the record has been created.

## RECEIVING AN E-INFOPASS

When a library submits a request to lend a book from your library, the email address associated with your library will receive a message that this request has been placed, and it will appear under the **Check-Out** menu option on the Infopass site. (The email address associated with your library can be found and modified under the **Policies** area.)

The issuing library should have determined that a MCFLS library owns the material, that it is available for loan, and usually arranges to have it held for the patron.

To check out materials to an e-Infopass user:

1. In the e-Infopass site, click on the **Check-Out** menu option.
2. Find the book the patron has requested, and click the check box that states "Click here to select this item for checkout" and then click "Check Out".



### Milwaukee County Federated Library System

Patron Library: Alverno College Library

Patron Name: [REDACTED]

Patron ID: 45050001064882

Patron Address: [REDACTED]

Patron Phone: [REDACTED]

Item Title: Homebody Kabul

Author: Kushner, Tony

Call Number: 822 K968h

Request Issued: 04/16/2012

Due Date:

05/24/2012

☒ Click here to select this item for checkout

☐ Click here to cancel this item

[Check Out/Cancel](#) [Print Checked-Out Items](#)

3. It is highly recommended that you include a physical flag in the book as a means later for your circulation department to identify incoming returns of InfoPass materials so that they are properly discharged in InfoPass.
4. At this point, the item is not checked on in Sierra. Have the Circ staff check the item out on the INFOPASS MPL patron record (for MPL libraries) or INFOPASS MCFLS patron record (for suburban libraries). Remind the patron that the item is to be returned to the library where it was checked out.

## RETURN OF INFOPASS ITEMS

1. Checkin the material as usual off Sierra. No special handling is required.
2. The item will also need to be checked back in off the e-Infopass website. To checkin material off e-Infopass, login to the e-Infopass web site and click the **Check-In** menu option.
3. All the books currently checked out from your library will appear here. Choose the book that was returned and click the checkbox that states 'Click here to select this item for checkin' and select the 'check-in' button.

## LIABILITY FOR MATERIALS NOT RETURNED

1. The LDAC has determined that liability for unreturned materials borrowed by a MCFLS patron will

be the responsibility of the municipality where the patron resides. For example, if a St. Francis resident borrows a UWM library book through an Infopass sent through Cudahy, the St. Francis Public Library would be held responsible for the cost of those materials should they not be returned.

2. Any fine or replacement fee for materials received through an Infopass should be placed on the MCFLS patron's record.