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<u>Notice</u>

Milwaukee County Federated Library System Library Directors Advisory Council

Regular Meeting Thursday, February 6th, 2020 9:00 – 11:30 AM

This meeting will be held in a meeting room of the Greendale Public Library
5647 Broad Street
Greendale, WI 53129

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 January 9th, 2019 LDAC meeting

Action

Attachment A

Guest and Presentation

4. Dr. Jeffrey Whittle from MCW will join us to discuss the All of Us research program and how libraries can participate.

Attachment B

<u>Topics Requiring Action or Discussion</u>

- 5. LDAC agenda composition and structure.
- 6. Discussion: Modifying terms and compensation within the West Milwaukee contract to allow their residents access to hoopla and OverDrive.

Technology.

6. Update on Digitization Kits and Wauwatosa pilot.

Attachment C

7. Sierra 5.0 upgrade process and enhancements.

Attachment D

8. New technology: Libro platform lets patrons interface with the library through Alexa and other devices.

Attachment E

<u>Informational reports.</u>

9. MAC Committee update and 2019 marketing plan evaluation.

Attachment F

- 10. Library Development and Legislation (LD&L) Update. Library Legislative Day is Tuesday, February 11th.
- 11. DNC 2020 and assistance with local volunteers to support the convention.
- 12. PLSR Update.

Attachment G

Additional Business

Member Library Updates

Sub-committee agendas and minutes

Circulation Services—Agenda and minutes available at https://mcfls.libguides.com/circulation/meetings
Youth Services—Agenda and minutes available at https://mcfls.libguides.com/youth/meetings
Young Adult Services—Agenda and minutes available at https://mcfls.libguides.com/youth/yameetings
Adult and Reference Services—Agenda and minutes available at https://mcfls.libguides.com/youth/yameetings

Next Meeting

Thursday, March 5th, at the Brown Deer Public Library, 5600 West Bradley Road, Brown Deer, WI 53223

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, January 9, 2020
North Shore Library
6800 North Port Washington Road
Glendale, WI 53217

Present: Rachel Arndt, Co-Chair, Milwaukee Public Library

Dana Anderson-Kopczyk, Brown Deer Public Library

Rachel Collins, Shorewood Public Library Susan Draeger-Anderson, North Shore Library

Amy Krahn, St. Francis Public Library Pat Laughlin, Hales Corners Library Jill Lininger, Oak Creek Public Library Jennifer Loeffel, Franklin Public Library Pete Loeffel, Wauwatosa Public Library

Kathy Manning, South Milwaukee Public Library

Sheila O'Brien, Greenfield Public Library

Judy Pinger, Co-Chair, Milwaukee Public Library

Rebecca Roepke, Cudahy Family Library Brian VanKlooster, Greendale Public Library

Excused: Nyama Reed, Whitefish Bay Public Library

Absent: Michael Koszalka, West Allis Public Library

MCFLS Staff: Steve Heser, Director

Jen Schmidt, Library Systems Administrator

Others: Kurt Glaisner, MCFLS Board Trustee

<u>Call To Order</u>. Chair Arndt called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees Library Directors Advisory Council to order at 9:03 a.m.

<u>Additional agenda items/adoption of agenda</u>. Chair Arndt inquired whether there were any additions to the agenda. The following topics were suggested:

- -Libraries allowing private parties in meeting rooms/Kathy Manning
- -Volunteer/Susan Draeger-Anderson
- -Date for Sierra upgrade/Jen Schmidt
- -Waiving fines for another library's materials/Jennifer Loeffel
- -Survey on prank calls/Susan Draeger-Anderson
- -LAWDS update/Steve Heser
- -Election Commission kiosks/printers/Steve Heser
- -Audit/Rachel Collins

Susan Draeger-Anderson moved and Rachel Collins seconded a motion to modify the agenda to add the suggested topics. Unanimously approved.

Approval of minutes for the December 5, 2019 LDAC meeting. Chair Arndt referred to the minutes of the December 5, 2019 LDAC meeting which are shown as Attachment A of the agenda packet. Brian Van Klooster noted one correction. Sheila O'Brien moved and Kathy Manning seconded a motion to approve the minutes as amended. Unanimously approved.

Review of annual report information. Steve Heser reported that collection statistics have been sent already and remaining information to assist directors in completing their annual report is being compiled and will be sent shortly. No major changes are noted in the report. The form will be open about January 21 and MCFLS will prefill information and share that information along with instructions soon. Steve noted that signed copies are due to DPI no later than 02/29/2020 so he would appreciate a signed electronic copy as soon as possible. Again there will be an incentive (traveling trophy) to the first library that submits their report.

<u>Proposal to expand access for fee card users.</u> Steve Heser referred to Attachment B of the agenda packet which was developed by a group of volunteers after a meeting and additional email contact/revisions. Steve reviewed the proposal which would change fee cards to access cards and discussion ensued. Steve Heser will develop a document to be used for discussion and directors will go back and think about this topic/discuss with local staff/boards and this will be further discussed at a future meeting before taking any action. Any concerns should be forwarded to Steve Heser so they can be considered for revision of the proposal.

Early feedback from the Wauwatosa policy change on fines free children's materials. Pete Loeffel reviewed what Wauwatosa has considered and adopted regarding elimination of overdue fines on children's materials, which is shown as Attachment C of the agenda packet. Rebecca Roepke reported that Cudahy is looking into also eliminating fines on children's materials after much research and plans to implement soon. MPL only forgives fines on children's print materials, not media. Revenue from fines collection was also discussed among members.

<u>CountyCat Mobile</u>. Jen Schmidt reviewed Attachment D of the agenda packet and reported that patron calls have been educational and useful in learning how the app is working and what still needs to be addressed. Jen will be attending IUG and presenting a session on changing mobile apps and as a means to find other Communico customers to network with. Jen noted that while the Communico installation process hasn't been perfect due to Sierra API problems, it is getting done and it will improve over time. Jen noted that she is hearing that patrons are becoming more aware of library electronic resources based on this upgrade. Rachel Collins questioned whether there was any negative response to the system-wide email sent announcing the new mobile app and Steve Heser said he was very careful with the wording noting that it would be a one-time communication and he has not heard any negative feedback.

BREAK

<u>Discussion of options for electronic magazines (Flipster/RBDigital)</u>. Chair Arndt referred to the Flipster titles are shown as Attachment E of the agenda packet. Steve Heser is interested in feedback regarding future of electronic magazines and MCFLS proposes keeping RBDigital for another year since it is integrated in the new mobile app and Flipster would not be able to do that now. Flipster has better titles but the pricing would be similar based on the pricing model. Steve Heser noted that the current RBDigital subscription ends in April. Rachel Collins moved and Judy Pinger seconded a motion to

continue with RBDigital Periodicals for another year. Unanimously approved. It was noted that The Economist would be highly desirable in the future.

<u>Hoopla quarterly update</u>. Steve Heser distributed and reviewed the quarterly update and is shown as Exhibit 1 attached to these minutes. This will be monitored quarterly to keep on top of spending trends. Discussion ensued regarding integrating Hoopla into the mobile app and more thought will be put into this topic and it will be discussed at a future meeting.

Revision to privacy policy template for member libraries. Chair Arndt referred to Attachment F of the agenda packet. Steve Heser reported that the MCFLS lawyer has reviewed the member library template document and simplified it but it is not approved by the MCFLS Board. A separate electronic copy will be sent out after the meeting.

<u>Proposed text notice signup using Sierra NOTICE PREF field.</u> Jen Schmidt reviewed Attachment G to the agenda packet which explains a proposal which would allow patrons to sign up for Shoutbomb text message notifications, which would be an additional communication method, if they desire. Sheila O'Brien moved and Pete Loeffel seconded a motion to authorize Jen Schmidt to move forward with implementing the text notice signup as proposed.

ADDITIONAL BUSINESS.

<u>Libraries allowing private parties in meeting rooms</u>. Kathy Manning inquired whether libraries allow personal parties in their meeting rooms and if so, does the Library Board need to approve? It does appear that Board's need to approve meeting room use but it does not appear that many libraries allow private parties to be held at libraries. Discussion also ensued regarding for-profit vs. non-profit and educational organizational usage of meeting rooms.

<u>Volunteer</u>. Susan Draeger-Anderson noted that she is aware of an adult services librarian that is willing to volunteer in the area for six months and she can be contacted if there is interest in this qualified individual.

<u>Date for Sierra upgrade</u>. Jen Schmidt suggested the date of Wednesday, February 5th after hours to move from Version 4.2 to Version 5.0. There was no opposition, so the upgrade will proceed.

<u>Waiving fines for another library's materials</u>. Jennifer Loeffel questioned what to do with fines that they cannot waive and it was noted that those need to be left on the patron record.

<u>Survey on prank calls</u>. Susan Draeger-Anderson questioned whether others are receiving odd calls and it didn't sound like it. It was noted that any call that is uncomfortable should be ended politely.

<u>LAWDS update</u>. Steve Heser reported that online training will be held February 5 of the Phase I training for those interested in LAWDS; Steve will send out further information.

<u>Election Commission kiosks/printers</u>. Steve Heser reported that the County is interested in placing additional election commission kiosks in libraries; libraries are asked to maintain the equipment. There are a number of libraries that do have or will be getting kiosks installed.

MEMBER LIBRARY UPDATES.

<u>Milwaukee</u> – Judy Pinger reported that public printing stations are being added at their locations.

<u>Cudahy</u> – Rebecca Roepke reported that 2020 marks the 35th Anniversary of being a MCFLS member library and the 40thAnniversary of the Cudahy Family Library.

South Milwaukee -- Kathy Manning stated that self check is up and running in adult and children area

<u>Audit</u>. Rachel Collins questioned whether the new process of accounting for payment of replacements/manual/lost items instead of the cash bag process makes annual reconciliation of those monies more exact for audit purposes. Steve Heser noted there is a product used with Sierra and he will get that information out.

<u>Sub-committee agenda and minutes</u>. Links were provided on the agenda to the Circulation Services, Youth Services, Young Adult Services and the Adult & Reference Services Committee meeting minutes and agendas.

<u>Next meeting</u>. Scheduled for Thursday, February 6, 2020 at the Greendale Public Library, 5647 Broad Street, Greendale, WI 53129.

<u>Adjournment</u>. With no further business to be addressed, Susan Draeger-Anderson moved and Jill Lininger seconded a motion to adjourn the meeting. Unanimously approved.

What is the All of Us Research Program?

- All of Us is a nationwide research effort to speed up health research and medical breakthroughs.
 - We're all different, and we need health care that's tailored to us as individuals.
 - Unfortunately, health care providers don't always have the information they need to make tailored recommendations—because research hasn't always included diverse groups of people.
- We're looking for one million people across the country to help build one of the world's largest and most diverse databases for health research.
 - We're accepting volunteers from all walks of life to be our partners.
 - o Participants will share information over time—through surveys, health records, biosamples, (blood, urine, saliva, or other material from your body) and more.
 - We're using the most advanced security available to keep data safe and protect participants' privacy.
- Researchers will be able to use this data in thousands of studies.
 - o The database will be broadly accessible for studies on many different health conditions.
 - These studies may yield important new findings such as:
 - Basic understanding of underlying mechanisms or pathways that lead to a disease or other poor health outcomes
 - Discoveries about variations in disease types, such as diabetes or dementia
 - Better ways to measure the risk of getting—and preventing—a specific disease, based on environmental factors or biological markers
 - More personalized treatment approaches, with drugs tailored to patients' genes
 - Deeper understanding of the causes of, and solutions to, health disparities
 - The more researchers learn about our individual differences, the more tailored our health care can become.

All of Us Research Program and Public Libraries

The Medical College of Wisconsin and the Clinical Translational Science Institute of Southeastern Wisconsin are excited to partner with National Institutes of Health's All of Us Research Program.

We envision working with public libraries to make people aware of the opportunity to participate in ground breaking medical research and learn about their own health at the same time. Other people may simply want to learn about the data being collected by the All of Us Research Program (AoU) and how they can use it to become "citizen scientists" or teach their children about the research process.

I suspect that the people who run the library systems and individual libraries probably have very good ideas about how to achieve the program goals I outlined above, but to stimulate their creativity I have listed some ideas that my colleagues and I think would be helpful to do in partnership with libraries. It is likely that only a subset would work at any one library and there are probably activities that would be even more useful.

- Place simple awareness building items around the library these can be flyers placed on bulletin boards, table tents on flat surfaces, informational full page or tri-fold brochures in table or wall caddies, etc.
- Provide All of Us bookmarks for distribution by library check out staff.

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Page 8 of age MCW médical faculty and/or research staff present informational seminars about specifique 8 of 29 diseases, the general field of precision medicine, medical research in general, or the All of Us Research Program in particular.

- Have research staff stand or sit with informational materials about AoU at library events or in public spaces where many people walk in order to get to the library. We have generally done this with some props – a table, some pens to give away, and/or a spinning wheel genetic Q&A contest to generate interest.
- Conduct enrollment events where individuals can walk through the informed consent process as a
 group prior to signing up for the study. They would then make an appointment to come to a location
 where they can provide blood and urine samples for genetic and other testing.
- Conduct FULL enrollment events where people can go through the entire enrollment process including providing blood and urine samples. These would be processed on site and shipped to the Mayo Clinic by FedEx that same day.
- Conduct events where we review with AoU participants how to access their personal health data through the participant portal. This includes looking at how their data compares to other people who are AoU participants.
- Conduct educational events where we teach the public, including AoU participants, how to access the AoU research space, where they can look at the data available about AoU participants and conduct their own research using a remarkable variety of data elements, all of which are fully de-identified to preserve participant privacy.

Privacy FAQ

What kind of personal information does the All of Us Research Program collect?

If you join the All of Us Research Program, we will collect basic facts such as your name, birthday, and email address. We will ask about your ancestry, gender, and education. We may also ask if you want to give us your physical measurements or blood and urine samples. If you have an electronic health record, we may ask for access to it. Everything will be stored securely.

Will the All of Us Research Program remove information that identifies me?

Yes. We will remove your name and other direct identifiers (like your social security number) from your information and replace them with a code. The codes and names will be kept on a master list. This list is kept secure and very few people have access to it. We may use the list to identify and invite participants to join new aspects of the program.

What is the All of Us Research Program doing to keep my information safe?

All of Us uses the most up-to-date industry standards and practices to prevent security breaches. Absolute data security can never be guaranteed, but we have brought in experts to conduct rigorous security testing and create safeguards. These experts make sure our security practices meet the program's requirements.

The program follows all federal, state, and local laws and regulations for keeping participant data safe. We will protect your privacy at the highest levels. We will never under any circumstances share your data outside of the program unless you tell us to.

We also have strict internal policies and procedures to prevent misuse of data.

For more information or to enroll visit https://JoinAllofUs.org.
For more information about All of Us at F&MCW, please call 1-833-629-2638 or e-mail allofus@mcw.edu.



Plan

- Determine the project mission and goals
- Select materials to be digitized
- Establish a workflow (Who/when/where/what/how)
- Fill in Section 1 Beginning Steps and Section 2 Scope of the Project Plan
- MCFLS alerts DPI of the Project and eventual inclusion into Recollection Wisconsin.

Prepare

- Consult Section 3 Prepare Materials of the Project Plan where the site locates a work
 area and organizes materials to be digitized.
- Meet with MCFLS to receive the kit and to complete **Section 4 Copyright Status & Rights Statements** the Project Plan.
- Meet with MCFLS to understand file storage, naming, and organization
- MCFLS provides training on file naming, scanning and saving using the kit

Metadata

- Meet with MCFLS to determine if any controlled vocabularies will be needed
- Meet with MCFLS to receive training on metadata creation using the Google Sheets metadata templates to enter metadata
- MCFLS will access the metadata from the Google Sheets templates for entry into MPL's CONTENTdm system

Digitize

- Consult the Project Plan for the Sections on **Scanning & Saving**. Digitize materials based on the best practices for the type of material
- Save in appropriate file format(s) on an external hard drive
- Apply file naming standards
- Check quality and edit as needed

Send Files to MCFLS

- Use the external hard drives (3) to save files and rotate one drive to MCFLS for backup. Files will be used to uploaded to CONTENTdm
- MCFLS will inform you when the collection is published
- Inform MCFLS of any changes or additions to the collection

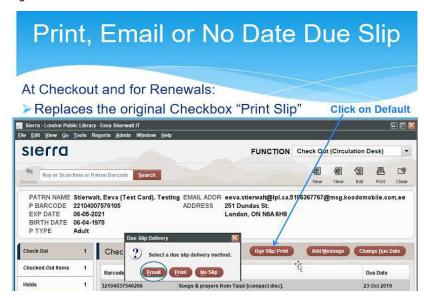
Share

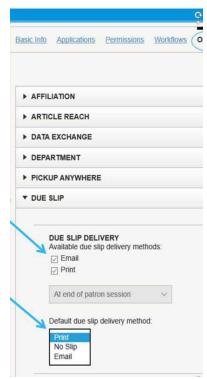
- Train library staff and volunteers on using the digital collection and the Recollection Wisconsin website http://recollectionwisconsin.org
- Promote and market the digital collection

Sierra 5.0 Release Features & Fixes

MCFLS upgrades from 4.2 to 5.0 on Wed Feb 5, 2020

- 1. Staff can choose (by login) to default the DUE SLIP to print or to email (or no slip) when checking out patrons or renewing items in Check Out (Circ Desk).
 - All logins wanting the EMAIL DUE SLIP option must make use of a print template.
 - Admins can now manage Print Templates for Due Slips and Payment Receipts by login in Sierra Admin.





Sort Records List Records Import Records Export Records

Status

te cestf

te

empty

complete

Login Created [date/time]

21-09-2019 09:40...

18-09-2019 04:44...

03-09-2019 02:43... 18-09-2019 05:08...

mccor... 23-08-2019 02:46...

mastf 25-09-2019 09:56...

mccor 23-08-2019 02:42...

Type

Current Recor... Max Records

146

Warning: You are about to change the contents of this review file.

Start new query Re-run existing query

10000

10000

- 2. Staff can re-run Create Lists queries, either by re-running or editing an existing query.
- 3. In the Patron account, there will be a new "Action" column to help patrons see the change to be made on a given hold.
- 4. In Create Lists, if you remove records from the list, you will be able to restore them while you are still in that review file.
- Improved customize facet functionality to include all facets
 MCFLS is looking into whether the AGE, YEAR, AUDIENCE facets will be returned.

Review Files

150 Collection CD

How would you like to continue?

Warning

File

149

- 6. Support for Sierra Web on iOS tablets using Chrome browser
- 7. Sierra Web where you can run the client via a URL, will support 60 concurrent users
- 8. Restored ability to specify display order of Material Type table. Material Type codes can now be arranged in any chosen order without the use of a custom material type menu.

Issues Pertinent to MCFLS Fixed with Sierra 5.0

- Some sites report that some patrons are being charged multiple times for the same fine amount in E-Commerce.
- Some sites report Create Lists: query builder options disappear for their login.
- Sierra Self check logins created with Sierra 4.2 may not apply checkout counts to the correct terminal group. This impacts South Milwaukee's self checks.
- Some sites experience random Sierra REST API connection drops when on Sierra 4.2
- Some sites experience local items not floating to the top with Sierra 4.0 and higher in the WebPAC.
- Some sites report that some items paged for pickup at non-owing location fail to be paged
- "Patron record is locked (fine lock) or busied" when trying to pay fines online.
 - Region locking preventing patrons from making payments on SIP2 devices via Fines
 Payment Web Service



Bugs To Look for with Sierra 5.0

GO TO THE: MCFLS full bug list for Encore & Sierra

Acquisitions

The Paid Date and Invoice Date information being placed in order records is incorrect usually displaying the day before (hot fix available for Sierra 5.0 but fixed in Sierra 5.1)

Create Lists

If staff use Import Records, it will show a pop up saying staff are about to overwrite the contents of a review file. This message shouldn't be there.

Staff should check when running a BIB list off of another list of records such as order, item or checkin records (e.g., making a list from a list) to make sure the query runs and doesn't fail.

Some sites report not being able to save export lists and the area is blank.

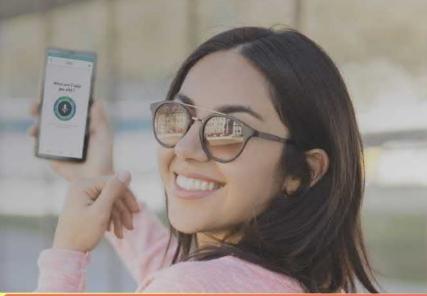
SierraDNA (internal)

Sites using the software PGAdmin III will encounter error messages they have to bypass but then can perform queries on the Sierra database. Many sites have migrated to other third party software applications.

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LIBRO

Voice-enabled solutions, linking libraries, students & patrons



LIBRO is the first full-service app that integrates with libraries' ILS, event calendars, FAQs and systems to enable search, resevations and features through typed chat and voice



- Search for books, articles & materials
- Place holds, reserve and renew
- Learn about upcoming library events

- Reserve space for programs, meeting rooms and events
- Get answers to FAQs like library hours, locations and policies
- Voice-enabled solution helps with ADA compliance

info@conversight.ai
www.conversight.ai/LIBRO



ADA Compliance

Empowering sight-impaired users and assisting libraries' mission to assist all patrons in every way possible.



Own the Experience

Conversational interaction enhances user experience beyond swipe and click.



Library on the Go

Increase access to library resources and information, wherever the student or patron is.







Increase in Usage

Ease of access and mobility enables users to engage with libraries

anytime.



Multilingual

Access library resources and materials in multiple languages through voice and chat.



Delivering the Future

Natural language driven conversation is the future of user interaction, LIBRO delivers the future path for libraries.











Milwaukee County Federated Library System

2019 Marketing Evaluation



Overview

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



Audience

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



Goals

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



System Marketing Collaboration September 2019 Library Card Signup Campaign

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

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

Results. See attached report provided by Bridges Library System



Milwaukee County Federated Library System

2019 Marketing Evaluation



Gale Courses

Goal. 3,300 enrollments, or a 21% increase over the 2018 number of 2.730.

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

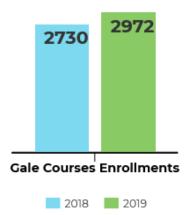
Summary. The original goal might have been too high, but a 9% increase over 2018 is still strong.

Format

Social Media Ads April through October 2019

Cost and Clicks

\$462 1.737 Link Clicks 27 cents per click 55,259 Impressions





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

Result. 2,369 sessions.

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

Format

Social Media Ads April through November 2019

Cost and Clicks

\$633 1.544 Link Clicks 41 cents per click 72,341 Impressions



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

Result. 212 sessions.

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

Format

Social Media Ads April through November 2019

Cost and Clicks

\$159 205 Link Clicks 77 cents per click 18,413 Impressions



2019 Library Card 16 of 29 Ad Campaign EVALUATION REPORT

Campaign Goals

5%

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

2.5%

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

Project Overview

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

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

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

Partners

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

ATT F - 2019 Marketing Evaluation

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MARKETING CHANNELS



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

^{*}CPM= Cost per 1000 Impressions. CPC= Cost per click.

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

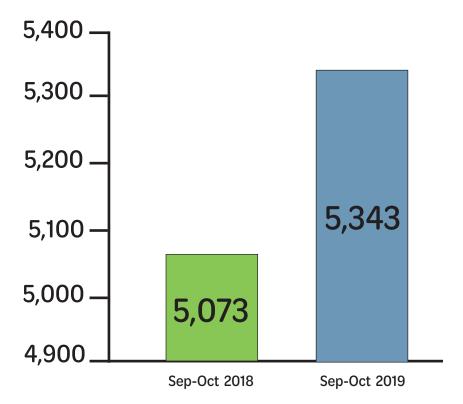


CAMPAIGN RESULTS

LDAC Agenda - February 2020

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

New cardholders in Milwaukee County Federated Library System







PLSR Implementation

Update



System Directors

January 28, 2020

WISCONSIN DEPARTMENT OF PUBLIC INSTRUCTION

Carolyn Stanford Taylor, State Superintendent

Project Coordinator Position

- Application window closed on 1/26
- Internal and external candidates will be interviewed

simultaneously

activities are also within the scope of responsibilities, e.g. Keep projects on track and communicated Help with business process improvements While PLSR is a primary focus, other project related Connect all of the disparate threads of PLSR

Analyze the Current Funding Formula

- and finalizing this internally. describing Public Library System Funding. We are reviewing John Debacher completed his draft of an issue paper
- calculating state aid to library systems alternate state aid formula in statute, and exploring inputs for Preparing calculation of the existing state aid formula, the
- Preparing for a larger study of the funding formula.

Professional Development

- Related to Recommendation 7: Implement a Learning Management System for Professional Development
- Defining functionality of a statewide professional development Going on a deep dive of currently available Learning Management Systems.
- development platforms in use or being considered in other Engaging with other state libraries to discuss professional

Enhance Collaboration by Creating Incentives and Removing Barriers

- Analyzing the inventory of existing collaborations compiled by System Directors and looking at other collaborations throughout the state to identify success and start a gap analysis
- Watching other recommendation areas for collaboration potential or identified barriers.

Initiate Delivery Service Pilot Projects

- Developing an RFP to hire an external consultant to make pilot project or projects. recommendations around locations and process for a delivery
- Using this RFP as a blueprint for additional consultant analysis related to PLSR.

Create an Effective, Well-Managed, State-Scale Discovery Layer

- Developing a features document to chart out similarities between various library technology platforms (ILS, ILL, Discovery) to serve as the basis for an issue paper
- Submitted a program proposal to present findings and discuss the concept of Discovery Layers and this recommendation at WAPL

Library Directory Project

- Expected completion in March 2020.
- Continue to refine the functional needs to ensure efficiently as possible. the work meets the greatest needs possible as

Implementation Summit

 Looking at a two half day summit. Arrive after lunch, work through dinner, wrap up the next morning

Save the dates: June 2-4
 Central Wisconsin Location TBD

Point-in-time check in to make sure we're moving in the right direction.

We will be inviting nominations from systems soon, look for an email

Communication

- PLSR is an agenda item at every COLAND meeting, SRLAAW Working on a schedule of blog posts to update all libraries about and LD&L are also updated regularly.
- DPI will send a link to these posts to the wissysdir list with an progress newsletters, or updates you provide to your member libraries. executive summary. Please pass these on using system listservs,
- We want to hear feedback, please reach out and encourage your libraries to reach out as well

Discussion

- Information will be shared on the COLAND website: https://dpi.wi.gov/coland/plsr
- We welcome questions and comments! Email us at DPI-PLSR@dpi.wi.gov