

Notice

Milwaukee County
Federated Library System
Library Directors Advisory Council

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

This meeting will be held online using Zoom meeting room software:

Meeting URL:

<https://us02web.zoom.us/j/88994241569?pwd=R0x1cXhDbTR1MWZYREpIQmdzVmdSQT09>

Download Zoom: <https://zoom.us/download>

Instructions: <https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>

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 June 4th, 2020 LDAC meeting

Action [Attachment A](#)

Topics Requiring Action or Discussion

4. Discussion: Sharing Current COVID-19 Response
 - a. Current updates from your library
 - i. Services to the public
 - ii. Staffing
 - iii. Facilities
 - iv. Delivery
 - b. System wide ILL update
 - c. TBS computer time discussion
 - d. [Revised MCFLS service levels document](#)
 - e. DPI updates
 - f. Future LDAC weekly/bi-weekly updates

Technology.

5. Hoopla projections through the end of 2020
6. Microsoft Office software. Options for staff and public workstations
7. Revisiting the Advantage proposal
8. Cybersecurity training through Infosec IQ

[Attachment B](#)[Attachment C](#)[Attachment D](#)Informational reports.

9. RFP for Marketing Services

[Attachment E](#)Additional BusinessMember Library UpdatesSub-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/adult/meetings>

Next Meeting

Thursday, September 3rd at 9:00 am via Zoom meeting room software.

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, June 4, 2020
Online Zoom Meeting

Present: Rachel Arndt, Co-Chair, Milwaukee Public Library
Judy Pinger, Co-Chair, Milwaukee Public Library
Rachel Collins, Shorewood Public Library
Susan Draeger-Anderson, North Shore Library
Sandra Haas, Brown Deer Public Library
Michael Koszalka, West Allis Public Library
Amy Krahm, St. Francis Public Library
Jill Lininger, Oak Creek Public Library
Jennifer Loeffel, Franklin Public Library
Peter Loeffel, Wauwatosa Public Library
Kathy Manning, South Milwaukee Public Library
Sheila O'Brien, Greenfield Public Library
Pat Laughlin, Hales Corners Library
Nyama Reed, Whitefish Bay Public Library
Rebecca Roepke, Cudahy Family Library

Absent: Brian Van Klooster, Greendale Public Library

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

Call to Order. 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.

Additional agenda items/adoption of agenda. With no additions to the agenda suggested, Sheila O'Brien moved and Judy Pinger seconded a motion to adopt the agenda as presented. Unanimously approved.

Approval of minutes for the May 7th, 2020 LDAC meeting. Rachel Collins moved and Kathy Manning seconded a motion to approve the minutes of the May 7, 2020 LDAC meeting which are shown as Attachment A of the agenda packet. Unanimously approved.

TOPICS REQUIRING ACTION OR DISCUSSION

Discussion: Sharing Current COVID-19 Response.

Current state updates. Steve Hesar reported that the DPI Reopening Guide has been released and there is a 10:30 webinar this morning which will be recorded for all to see; comments are welcome and can be forwarded to Steve Hesar or DPI directly. The Reopening Guide will be the last set of instructions to be developed by DPI for libraries. Steve Hesar reported that a new DPI Cares grant is available with a due date of 6/30/20 to apply to expand digital/bandwidth/technology based service allowing \$1,576 per each member library and he is

thinking internet accessible devices—such as replacement of or additional wireless access points could be a good consideration for these funds (Steve Hesel will reach out to DigiCorp for pricing to be considered). Sheila O'Brien suggested another use for the funds: hotspots which would allow libraries to design internet cafes and Pat Laughlin noted that hot spots could be useful in offering internet services in nursing home parking lots.

DPI guidelines. Rachel Collins referred to the fact that curbside service will be optional and discussion ensued with a number of libraries now moving towards inside pickup of materials
Current updates from your library.

Services to the public. Libraries are offering curbside service of materials and some are providing tax forms when requested; some are expanding hours for curbside and many are preparing to open to the public limited hours with plans to expand hours, limited amount of patrons will be allowed inside for short periods of time to get materials, fax, copy, retrieve tax forms. Resuming statewide ILS services is being worked on and it is hoped to begin that in the near future. Most study and meeting rooms remain closed. Most open hold shelves are closed. Chairs and tables are few and spaced; no magazines or newspapers at some libraries. A few libraries are offering craft projects to go. Some libraries are requiring face coverings; most are suggesting them.

Staffing. Some library staffs are nervous but are coming back in for limited hours to allow for social distancing; some libraries have most staff in and working normal hours performing additional cleaning.

Administration.

Facilities. Libraries are following local orders relative to cleaning and social distancing.

Delivery. Susan Draeger-Anderson reported that not all tubs are taped and dated yet and Steve Hesel responded that outgoing tubs from MCFLS will not be—only incoming tubs to MCFLS since anything leaving MCFLS will have been quarantined prior to leaving member libraries to be sorted by Action. Tubs will not be quarantined a second time but if member libraries desire to do so for their staff's safety feel free to do so locally.

Tabled Motion: Limit max patron holds to 15 until July 1st and evaluate at that time. Discussion ensued regarding the idea of limiting the number of items a patron can place on hold from 30 to 15 so staff are not overwhelmed or collections are wiped out but others feel it is safer than having patrons inside their buildings and the cleaning and monitoring that will be required. Nyama Reed moved and Sheila O'Brien seconded a motion to reduce the maximum number of items a patron can place on hold from 30 to 15 until July 1 and evaluate at that time. The motion failed on a roll call vote of 3-11.

Staff assisted holds. Discussion ensued regarding allowing staff assisted holds on other library's materials so not to impact local curbside service processes. Reasons to allow staff assisted bib level holds were: provide save level of service to all patrons, especially those without internet and item level holds are not being done at this time. Rachel Collins moved and Amy Krahn seconded a motion to allow staff assisted bib level holds on materials as of June 8, 2020 when the request button is turned on. The motion passed on a unanimous affirmative roll call vote.

Requests resume July 8th. Since this is a system-wide service, it is welcome by many libraries and others will proceed hoping not to be overwhelmed. Steve Hesel feels that no mass email should be sent out but that social media alerts regarding due dates for suburban libraries would be smart and that is planned for around June 11, 2020.

Pickup notifications. Steve Hesel reported that all language done for all notices and that information was added for those libraries requiring an appointment to pick up items.

CountyCat messaging. Additional language has been added noting that things may take longer sine reopening of libraries is happening slowly and not all at the same time and closed libraries will not be on the hold pick up drop down list.

Future weekly updates: same day/time. Directors feel these weekly meetings are incredibly helpful and would like these weekly meetings to continue for the month of June at least and the topic can be re-evaluated near the end of the month on whether to continue weekly or every two weeks for a while.

TECHNOLOGY.

MCFLS 2019/20 technology report. Steve Hesel referred to the MCFLS technology report which was an outcome from the Strategic Planning process and is shown as Attachment B of the agenda packet. It is the first of its kind and will be done every June for the MCFLS Board and members outlining what MCFLS has done. An annual assessment to the DPI technology plan will be done every October. Steve Hesel noted that the technology plan document will be changed to a shorter and condensed resource. The replacement schedule is just a recommendation for member libraries to use for budgeting purposes. Any feedback is welcome and Steve would appreciate receiving such prior to the June 15th Board meeting. Rachel Collins commented that this is a great report and MCFLS should be proud of what is accomplished with such a small staff; one suggestion is adding a Dell pc with a camera and microphone for virtual meetings.

2020 Advantage proposal. Steve Hesel noted that based on las week' conversation he developed a funding proposal based on Winnefox's experience to decrease the hold wait time on materials for local residents; that proposal is shown as Attachment C of the agenda packet and provides for three levels of support. Amy Krahn questioned what the final outcome of the 2021 OverDrive funding vote was regarding the 5% increase and Steve Hesel replied that the decision is expected next week but he believes that will pass even though he voted to oppose that increase. Amy noted that budgets will be tough and that decision will be important before agreeing to any additional monies for electronic resources. Steve Hesel added that an argument can be made that more electronic resources are important now more than ever but he is sensitive to budget uncertainties and he questioned whether leaving funding to this cause up to individual libraries? Judy Pinger wonders whether this could be a Cares grant idea? Steve Hesel stated he wasn't sure but he could also see whether DPI has extra funds for this need. A few libraries noted they could see this as a possible local Friend's funding idea. Steve Hesel will send out an email to the LDAC to see if there is enough interest before moving forward. This email will go out after knowing the outcome of the 2021 funding status being requested of library systems for OverDrive so an informed financial decision can be made by all for both 2020 and 2021.

INFORMATIONAL REPORTS.

MCFLS staff work procedures. Steve Hesel reviewed Attachment D of the agenda packet for informational purposes and noted that the MCFLS Board is also aware of the procedures.

ADDITIONAL BUSINESS. None.

MEMBER LIBRARY UPDATES.

South Milwaukee - Kathy Manning reported that staff is working on putting together an online trivia program and would welcome any information to assist in developing a quality program.

Hales Corners - Pat Laughlin reported that they have a new website which is no longer hosted by MCFLS. Since the library is so close to a park and public pool which is slated to be closed all summer, Pat is considering asking the County to reconsider opening the pool.

Brown Deer – Sandy Haas announced that she is the Interim Director at this time due to Dana being on maternity leave.

Wauwatosa – Peter Loeffel reminded directors to keep in touch with local DWD to be notified if parking lot work is planned—their curbside service was impacted last minute repairs that they were not aware of in advance.

MCFLS – Steve Hesel noted that he has talked with Job Center staff and four locations in the Milwaukee area are only taking calls for the public to check on status and in July, the earliest, locations are opening statewide for people to register online, check unemployment status and job seeking. Steve noted he will send out an email to share telephone numbers to be shared with the public.

SUB-COMMITTEE AGENDA AND MINUTES. Links were provided on the agenda packet to the Circulation Services, Youth Services, Young Adult Services and the Adult & Reference Services agendas and minutes.

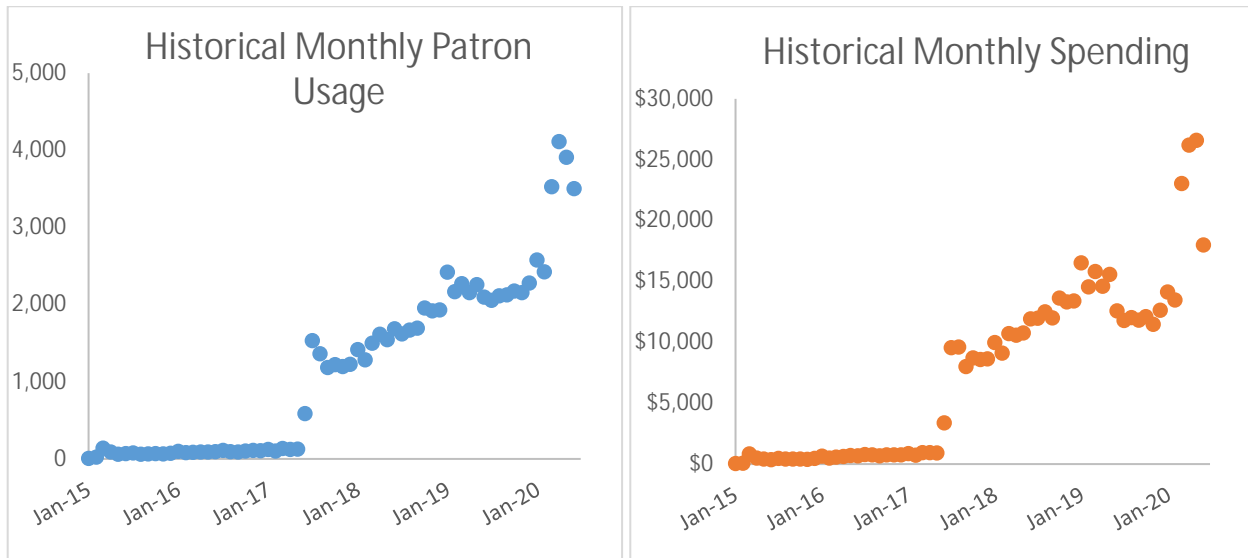
NEXT MEETING. Scheduled for Thursday, August 6, 2020 at the Shorewood Public Library or remotely if necessary.

ADJOURNMENT. With no further business to be addressed, Susan Draeger-Anderson moved and Judy Pinger seconded a motion to adjourn the meeting at 11:25 a.m. Unanimously approved.

hoopla Estimated Costs	
Remainder of 2020	
hoopla 2020	2 1/2 months at 8 max checkouts
Jan-20	\$ 14,137
Feb-20	\$ 13,500
Mar-20	\$ 23,046
Apr-20	\$ 26,216
May-20	\$ 26,598
Jun-20	\$ 18,009
* Jul-20	\$ 17,800
* Aug-20	\$ 17,100
* Sep-20	\$ 16,500
* Oct-20	\$ 16,000
* Nov-20	\$ 15,700
* Dec-20	\$ 15,600
Total Est	\$ 220,205
Budgeted	\$ 220,000
Difference	\$ (205)
* Midwest Tape estimate	

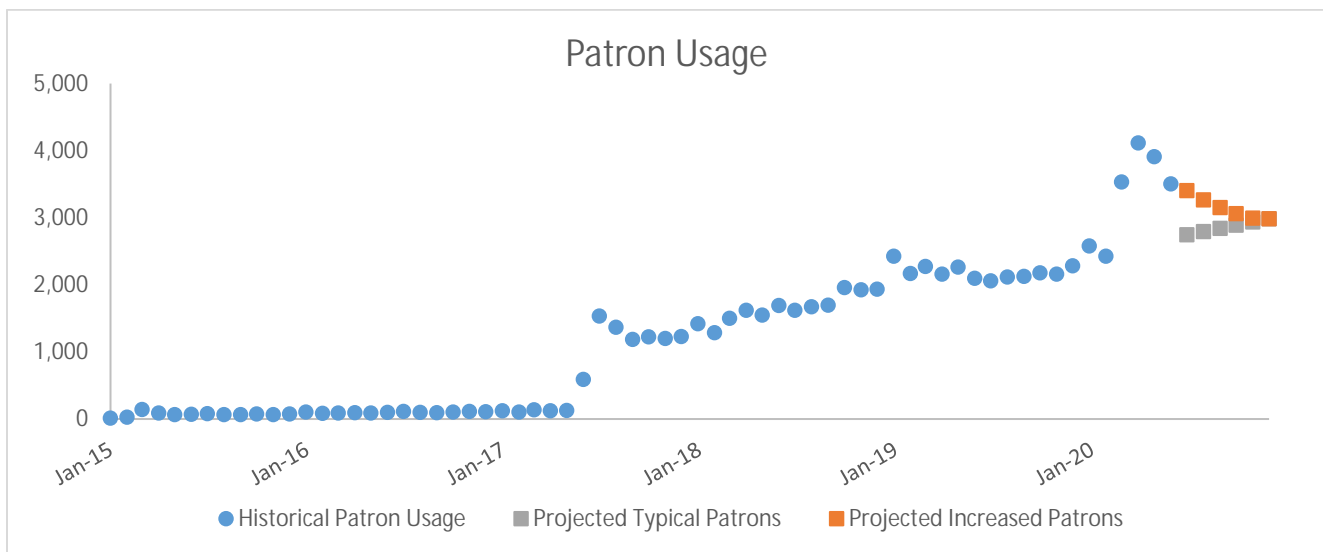
Overview: Milwaukee County Federated Library System launched hoopla in January 2015 and continues to be a strong partner. The library continues to experience growth in patron usage and cost. This report details historical data, and forecasts expected usage based on the library data. This projection does take into account an expected increase in the number of patrons using their digital library in the next few months.

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



Projecting Future Usage:

- Forecast based on historical data
- Average Cost Per Circ: \$2.01
- Average Monthly Circs Per Patron: 2.6





Projecting Future Spending: Using expected patrons, average cost per circ, and average circs per patron we can project the following monthly spending for the next 6 months.

Month	Expected Increased Patrons	Expected Cost = Expected Increased Patrons (X) Avg. Monthly Circs Per Patron (X) Avg. Cost Per Circ
Jul-20	3,403	\$17,800
Aug-20	3,266	\$17,100
Sep-20	3,151	\$16,500
Oct-20	3,060	\$16,000
Nov-20	2,993	\$15,700
Dec-20	2,982	\$15,600
Projected 6-Month Total		\$99,000

The library should continue to monitor usage and spending.

Navigating the Shifts in Digital Publishing & Pricing



“CHANGE IS THE ONLY CONSTANT.”

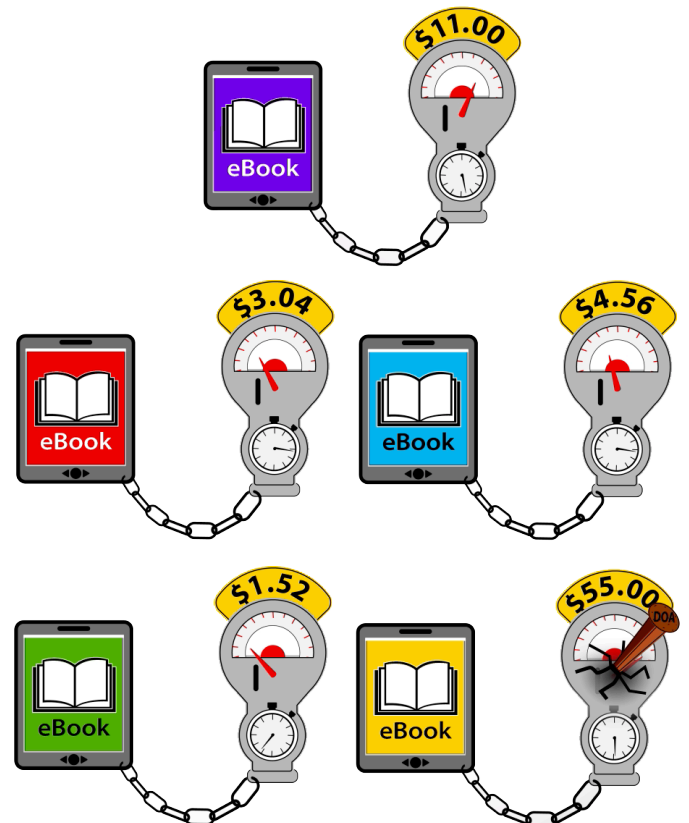
– Heraclitus, Greek philosopher

Digital Publishing Shift Continues

Demand for digital Library collections is at an all-time high and continuing to grow. That increased desire for content by Patrons has come with an increase in complexity for the Librarians that manage those collections. Over just the last two years, we’ve seen four of the Big 5 Publishers change their license models, with one of those Publishers changing their core models twice within the last year. Now, all five of these Publishers have moved away from Perpetual One-User One-Copy eBooks to instead offering Metered One-User One-Copy eBooks. Two have also shifted from Perpetual to Metered Digital Audiobooks, and we anticipate that others are likely to follow.

The Implications of Metered Content

The shift to a Digital Library world where Metered Content is the norm rather than the exception for One-User One-Copy Content has some key impacts on the ability of a Library to serve their Community. In order to maintain a title’s availability through a Metered License, Selectors are forced to revisit a purchase decision now for every title when the term or circulations on a license expire or when a patron wants to borrow a title for which they no longer have the license. Probably even more concerning to many of the Libraries that we talk to is the likelihood that so many of these titles will go under-utilized with as many as 20% of titles being classified as Dead on Arrival (DOA), seeing one or fewer circulations before their meter expires.



A \$55 eBook that only sees one circulation over 24 months is classified as DOA and has a True Cost per Circ of \$55.

ATT B - Hoopla projections through 2020

PUBLISHING LANDSCAPE | JUNE 2020

PUBLISHER	FORMAT	PERPETUAL	METERED				TRANSACTIONAL	RESTRICTIONS
			Meter Type ¹	True Cost Per Circ @ 100% Utiliz.	True Cost Per Circ @ 75% Utiliz.	True Cost Per Circ @ 50% Utiliz.	True Cost Per Circ @ 25% Utiliz.	
		_____	Time-24 Months List: <\$55 Adult, <\$45 YA, <\$35 Children's	\$1.57 AD \$1.29 YA \$1.00 CH	\$2.12 AD \$1.73 YA \$1.34 CH	\$3.14 AD \$2.58 YA \$2.00 CH	\$6.11 AD \$5.00 YA \$3.89 CH	\$5.50 AD \$4.50 YA \$3.50 CH
		_____ ²	Time-12 Months List: <\$27.50 Adult, <\$22.50 YA, <\$17.50 Children's	\$1.57 AD \$1.29 YA \$1.00 CH	\$2.12 AD \$1.73 YA \$1.34 CH	\$3.14 AD \$2.58 YA \$2.00 CH	\$6.88 AD \$5.63 YA \$4.38 CH	\$5.50 AD \$4.50 YA \$3.50 CH ³
	(Temp COVID)	Yes	_____	_____	_____	_____	_____	\$0.50 - \$10.50
		_____	Time-24 Months List: <\$65	\$1.86	\$2.50	\$3.82	\$7.22	_____
		_____	Time-24 Months List: \$40-80	\$1.14 - \$2.29	\$1.54 - \$3.08	\$2.35 - \$4.71	\$4.44 - \$8.89	_____
		_____	Time-24 Months List: \$39-53	\$1.11 - \$1.51	\$1.50 - \$2.04	\$2.29 - \$3.12	\$4.33 - \$5.89	_____
SIMON & SCHUSTER		_____	Time-24 Months List: \$40-80	\$1.14 - \$2.29	\$1.54 - \$3.08	\$2.34 - \$4.71	\$4.44 - \$8.89	_____
		_____	Time-24 Months List: \$60	\$1.71	\$2.31	\$3.53	\$6.67	_____
		Yes	_____	_____	_____	_____	_____	_____
		_____	Usage-26 Borrows List: \$24	\$0.92	\$1.26	\$1.85	\$3.43	_____
		Yes	_____	_____	_____	_____	_____	_____
		Yes	_____	_____	_____	_____	_____	_____
 BLACKSTONE AUDIO, INC.		Yes	_____	_____	_____	_____	_____	90-Day Embargo & Exclusives ⁴
Recorded <input checked="" type="checkbox"/> Books		Yes	_____	_____	_____	_____	_____	Exclusives ending in 2020 ⁵
		Yes	_____	_____	_____	_____	_____	_____
		Yes	_____	_____	_____	_____	_____	_____

¹ Metered content is similar to transactional content, except there is no simultaneous access and libraries take the risk upfront as they don't know what the final True Cost per Circulation will be.

- When 100% of possible circulations aren't used on a metered title, costs escalate quickly, eBooks achieving only 50-75% Utilization can cost from \$1.26 to \$3.82 per borrow with Audiobooks climbing as high as \$4.71.

• A 2019 Overdrive announcement revealed that 75% of Macmillan titles in their customers' collections expired with an average of less than 25% of circulations used, meaning the True Average Cost per Circulation was \$8.44.

² In response to COVID-19, Penguin Random House (PRH) added a new 12-month metered license with the same metered cost/circulation at 100% usage.

- This new model adds another layer to the complexity that libraries will be required to manage when it comes time to renew or replace these titles in their collections.
- Low-demand titles will still have an expensive cost per transaction (\$4.38 - \$6.88 for 25% Utilization).

³ In March, PRH also introduced eBooks with transactional licenses but at costs that Hoopla rejects and will not carry. These titles are \$3.50- \$5.50 per circulation compared to the Hoopla average cost per eBook of \$1.29.

⁴ Amazon continues to target the circulation base of Public Libraries. In 2019, Blackstone moved to a 90-day embargo on ALL new release titles to libraries, both digital and physical, in order to protect sales on Amazon Kindle and Audible platforms. Blackstone is the only Publisher charging transfer fees for libraries moving licenses to other platforms.

⁵ All Recorded books content available in the Library market will be available on Hoopla. The discontinuation of the RB Digital app and Library Audiobook subscription services were announced in June 2020.

- All Catalog titles will be available with simultaneous access as Hoopla Instant Transactional titles without any platform fees.
- Front list One-User One-Copy titles will be available on Hoopla later this year with the release of the next generation of Hoopla. There will be no transfer or platform fees for this content.

eBook
Audiobook

Microsoft Office Options for Member Libraries

Microsoft currently offers two flavors of its Office productivity suite: the subscription-based **Office 365** and the on-premises editions of **Office 2019**.

The subscription-based **Office 365** refers to software as a service (SaaS), which is essentially software licenses that you purchase and use on a subscription basis. As long as you pay your subscription fee, you get to use that software in accordance with the license terms. You typically get all software updates (from small bug fixes and security patches all the way up to major new releases) for as long as you subscribe.

With Office 365, you request subscriptions (also known as "seats") for each Office 365 user within your organization. For paid plans, each user can download and install the Office apps on up to five devices, including laptops, desktops, tablets, and smartphones. This way, you can work from whichever device you prefer. You can choose to pay your subscription on a monthly or yearly basis.

The on-premises editions of **Office 2019** refers to software purchased on a per-license basis and installed on individual computers. This is the traditional approach to software: you buy a license and you get a disc to install the software (or, more likely, you get directed to a place to download the software). A license key is provided by Microsoft to activate the installed software on each computer.

Unlike Office 365 plans, which you pay for on a monthly basis, an Office 2019 license is perpetual. Once you purchase it, you can use Office 2019 in accordance with the license terms for as long as you like. You will get updates for as long as Office 2019 is the current release of Office. You will also continue to get important security patches for a period of time after Office 2019 is discontinued.

Choosing the Office option that fits in the MCFLS member library environment

MCFLS member libraries normally have two groups of computers that have Office desktop applications installed: patron-use and staff-use computers.

Patron-use computers provide in-library patrons free access to Word, Excel, PowerPoint, and Publisher. Office 365 which uses monthly subscriptions based on the number of users may not be an ideal option for these computers. Office 2019 would be a better choice: pay once per computer, use as long as you like.

Staff-use computers are commonly shared between full-time and part-time staff like Reference Desk, Circulation Desk, and Circulation Services computers. This means there are typically less staff computers compared to actual staff in the library. With the license donations available for Office 2019 Standard version through TechSoup, libraries may save more money by choosing the Office 2019 option. You would, like the public-use computers, pay once per staff computer for as long as you like.

Several libraries had acquired Office 2019 Standard licenses last year through the Microsoft Donation Program on TechSoup at a very low cost per computer. Office 2019 products available from TechSoup are covered under Microsoft Software Assurance for two years. If Microsoft releases a new major

version of Office within two years of your original request, you may be eligible for a free upgrade. You can keep using your purchased licenses of Office 2019 for as long as you like or until Office 2019 End of Support arrives in October 2025. You only need to purchase more licenses when you add more new computers in your library.

Getting Office 2019 Standard through Microsoft Donation Program on TechSoup

MCFLS member libraries can request Microsoft donations on a two-year cycle through TechSoup. Your two years starts from the date of your first Microsoft donation request. You do not need to do all your requests at one time. You can make multiple requests over your two-year cycle. There are limitations on how much you can request every two years: libraries can get up to 50 licenses of Office Standard.

The current cost for a donated license of Office 2019 Standard through TechSoup is \$39:

<https://www.techsoup.org/products/office-standard-2019-ls-48332->

The Office Standard suite includes Word, Excel, PowerPoint, Publisher, and Outlook applications.

The Office Professional Plus also has been a very popular product among libraries. However, it is no longer available from TechSoup as a donation, but it is available to public libraries at a discount (\$228) from a Microsoft Authorized Education Partner. If your library needs that suite of products, you might consider requesting Office Standard and Microsoft Access separately from TechSoup. Combined, these two products deliver almost all the power of Office Professional Plus.

The current cost for a donated license of Access 2019 through TechSoup is \$14:

<https://www.techsoup.org/products/access-ls-2505->

NOTE: Office 2019 Standard requires that you run the software on a Windows 10 computer only. However, when you purchase Office 2019 Standard through TechSoup, the previous version of Office 2016 Standard is also included so that you can install and run it on a Windows 7 computer.

Some Office 365 online apps and services provided at no cost from MCFLS

Since 2016 MCFLS has subscribed to the Microsoft 365 Education A1 Plan at no cost.

With this plan, MCFLS had been able to provide email service for staff at many member libraries. Each user can obtain a mcfls.org email account with 50GB inbox limit. Users can access their mail from anywhere by using Outlook Web Access (OWA): <https://outlook.office.com/owa>

Library staff users can use their @mcfls.org email address and password to log in to Office 365 online apps and services provided by MCFLS: <https://login.microsoftonline.com>. By logging in users can get access to the online version of Word, Excel, PowerPoint and save their documents in unlimited OneDrive cloud storage by default or save a copy to their local computer storage. Popular online services like Skype, Teams, and SharePoint are also accessible to library staff here.

2021 Advantage Proposal									
Library	State OverDrive 2020 Contribution	State OverDrive 2021 Contribution		Proposed Advantage Collection -- \$10,000 level	Proposed Advantage Collection -- \$15,000 level	Proposed Advantage Collection -- \$20,000 level	2019 Overdrive Circ	Percent of 2019 Overdrive Circ	2019 Unique OverDrive Users
Brown Deer	\$ 2,088	\$ 2,029		\$ 145	\$ 217	\$ 289	7,626	1.4%	230
Cudahy	\$ 2,796	\$ 2,849		\$ 203	\$ 305	\$ 406	10,709	2.0%	359
Franklin	\$ 8,361	\$ 7,858		\$ 561	\$ 841	\$ 1,121	29,542	5.6%	1162
Greendale	\$ 3,763	\$ 3,788		\$ 270	\$ 405	\$ 540	14,242	2.7%	506
Greenfield	\$ 5,570	\$ 5,405		\$ 386	\$ 578	\$ 771	20,318	3.9%	716
Hales Corners	\$ 1,543	\$ 1,312		\$ 94	\$ 140	\$ 187	4,931	0.9%	229
Milwaukee	\$ 59,413	\$ 62,861		\$ 4,484	\$ 6,726	\$ 8,968	236,316	44.8%	9956
North Shore	\$ 8,086	\$ 8,443		\$ 602	\$ 903	\$ 1,205	31,741	6.0%	1219
Oak Creek	\$ 6,149	\$ 6,500		\$ 464	\$ 696	\$ 927	24,437	4.6%	997
Shorewood	\$ 5,734	\$ 5,766		\$ 411	\$ 617	\$ 823	21,676	4.1%	916
South Milwaukee	\$ 3,188	\$ 2,893		\$ 206	\$ 310	\$ 413	10,877	2.1%	384
St. Francis	\$ 2,007	\$ 1,912		\$ 136	\$ 205	\$ 273	7,189	1.4%	250
Wauwatosa	\$ 13,243	\$ 15,000		\$ 1,070	\$ 1,605	\$ 2,140	56,388	10.7%	2211
West Allis	\$ 7,658	\$ 8,137		\$ 580	\$ 871	\$ 1,161	30,589	5.8%	1044
Whitefish Bay	\$ 5,309	\$ 5,436		\$ 388	\$ 582	\$ 776	20,437	3.9%	875
Total	\$ 134,908	\$ 140,190		\$ 10,000	\$ 15,000	\$ 20,000	527,018	100.00%	21054
	- If members opt to contribute, they can do so at any one of the three levels for 2021 or contribute more if they wish.								
	- 2021 State OverDrive contributions confirmed as of 06/15/20								



709 North Eighth Street
Milwaukee, WI 53233

PH: 414-286-8149

FAX: 414-286-3209

REQUEST FOR PROPOSAL

Marketing Services Consultant

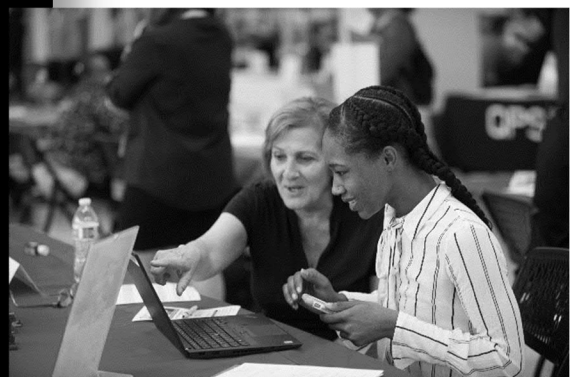
1. OVERVIEW

The Milwaukee County Federated Library System (the System) is seeking proposals from an organization with marketing expertise to create a marketing plan to raise general awareness of and advocacy for the System and its member libraries. Experience in identifying data collection needs is also highly desirable. The selected organization will work with the System's Marketing and Advocacy Committee (MAC) to create a plan that works to achieve a number of outcomes specified in the [System's 2020-2024 Strategic Plan](#).

The contract with the selected organization will be managed by the System Director. Proposals must be received by **Friday, August 21st**. The System will review proposals and expects to select an organization based upon a proposal document and references, then negotiate and sign a contract by **Friday, September 4th**. The contract will be for a one-year period, with a one-year renewal option.

2. BACKGROUND

The Milwaukee County Federated Library System (MCFLS) consists of 15 member libraries, 18 communities, and 27 library buildings serving 950,000 county residents. MCFLS is a unique system in Wisconsin because every resident is served directly through a municipal library in their community.



Because of the system's small geographic area and dense population, MCFLS member libraries work together closely to meet the needs of residents who often don't notice or understand the differences between each library. MCFLS facilitates a variety of shared services that all libraries take part in and from which all Milwaukee County library users benefit, including delivery of material between libraries, access to high quality e-resources, and a robust shared catalog. Given this environment, member libraries recognize the value in marketing system services to all users.



As a result of a 2019 strategic planning process, MCFLS formed a Marketing and Advocacy Committee made up of system and member library staff, with several marketing specialists providing expertise and guidance to the committee. This committee is focused on providing public awareness, voice and visibility for the System and its member libraries' services and resources and, more broadly, the value and opportunities public libraries provide to our communities. In pursuit of these goals, the System and MAC recognize the need for a marketing plan which will work in tandem with the System's 2020-2024 Strategic Plan.

3. SCOPE OF WORK AND DELIVERABLES

Scope of work

The selected organization will work closely with the MAC to analyze and identify System-level marketing priorities within the MCFLS 2020-2024 Strategic Plan ([available here in its entirety](#)), in an effort to create a comprehensive marketing plan that will work alongside and help accomplish the goals of the Strategic Plan including, but not limited to, developing marketing toolkits for member libraries and identifying data collection needs to inform future marketing efforts.

Deliverables

A multi-year marketing plan focused on promoting MCFLS shared library services and resources. Development of the plan will also include identification of data collection needs and methods of evaluation.

4. TIMELINE

Monday, August 3 rd , 2020	RFP Issued
Friday, August 14 th , 2020	Questions due by noon (CDT)
Friday, August 21 st , 2020	Proposals due by noon (CDT)
August 24 th week	Proposal review, vendor selection
August 31 st week	Negotiation and contract finalization
September 8 th week	Work commences

5. QUESTIONS REGARDING RFP

Questions surrounding this RFP should be submitted via email to Steve Heser, System Director (steve.heser@mcfls.org) by noon, **Friday, August 14th**. Steve Heser is the sole point of contact at the System for questions regarding this solicitation. Responses will be provided via either email or telephone by noon, **Monday, August 17th**.

6. PROPOSAL

6.1 PROPOSAL CONTENTS

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

6.1.1 Cover Letter

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

6.1.2 General Company Profile and Experience

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

6.1.2 Professional Credentials of Key Staff

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

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

6.1.3 Project Approach

Describe how you propose to approach and meet the objectives listed above for this project if you are selected for this project. The System understands the need for flexibility in achieving these objectives and will factor that into the organization's approach.

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

6.1.4 Budget/Cost Scenarios

Budget

The System anticipates a first year contract budget not-to-exceed \$10,000 to cover billable costs associated with work performed with the selected organization under this contract.

General Rates

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

6.1.5 References

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

6.2 SUBMITTING A PROPOSAL

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

The deadline for submission/receipt is noon, Friday, August 21st.

Submit Proposal to:

Steve Heser
System Director
steve.heser@mcfls.org
Milwaukee County Federated Library System
709 North 8th Street
Milwaukee, WI 53233

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

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

6.3 REVISION/REJECTION OF PROPOSALS

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

6.4 PROPRIETARY INFORMATION/PUBLIC DISCLOSURE

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

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

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

7. EVALUATION PROCESS

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

Proposals will be evaluated based on the following criteria:

Possible Points:

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

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

8. TERMS AND CONDITIONS

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

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

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

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

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

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

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