

Notice

Milwaukee County
Federated Library System
Library Directors Advisory Council

Regular Meeting
Thursday, November 5th, 2020
9:00 – 11:30 AM

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

Meeting URL:

<https://us02web.zoom.us/j/89624817623?pwd=c1VQVUVwT1RTUi9CT2VLeHMvRk1ZUT09>

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 October 1st, 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. New quarantine period. How is it working?
 - b. Job seekers
 - i. How are you assisting? What do you need from DPI or MCFLS?
 - ii. LAWDS update
 - c. Feedback from Crisis Mobile Team presentation 10/28
 - d. DPI updates

5. Review of current patron account expiration dates by residence

[Attachment B](#)

6. 2021 LDAC meeting schedule: virtual or hybrid?

Technology.

7. Shoutbomb messaging for curbside appointments.

[Attachment C](#)

8. WPLC report. 2020 Recommendations update from Collection Development Committee.

[Attachment D](#)

Informational reports.

9. Marketing consultant update

[Attachment E](#)

10. Amounts for Reciprocal Borrowing 2022 and West Milwaukee 2021

[Attachment F](#)

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/adult/meetings>

Next Meeting

Thursday, December 3rd, 2020 at 9:00 am via Zoom meeting room software.

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, October 1, 2020
Online Zoom Meeting

Present: Rachel Arndt, Co-Chair, Milwaukee Public Library
Judy Pinger, Co-Chair, Milwaukee Public Library
Dana Anderson-Kopczyk, Brown Deer Public Library
Rachel Collins, Shorewood Public Library
Michael Koszalka, West Allis Public Library
Amy Krahn, St. Francis Public Library
Pat Laughlin, Hales Corners 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
Alyssa Pisarski, Interim Director, North Shore Library
Nyama Reed, Whitefish Bay Public Library
Rebecca Roepke, Cudahy Family Library
Brian VanKlooster, Greendale Public Library

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

Others: Shirley Langebartels, Incoming Interim Director, South Milwaukee Public Library
Jessica Norris, Milwaukee Mixers Committee (St. Francis Public Library)

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 9:01 a.m.

Additional Agenda Items/Adoption of Agenda. Chair Arndt inquired whether there were any additions to be added to the agenda and the following suggestions were made:

- West Milwaukee and Reciprocal Borrowing Statistics/Steve Hesel
- Increasing Media Checkout Limits/Kathy Manning
- Voting Box Publicity/Rebecca Roepke

Sheila O'Brien moved and Kathy Manning seconded a motion to adopt the agenda as modified with the suggested topics added. Unanimously approved.

Approval of Minutes for the September 3, 2020 LDAC Meeting. Chair Arndt referred to the minutes of the September 3, 2020 LDAC 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. Unanimously approved.

GUESTS AND PRESENTATION

Milwaukee Mixers – Presentation of 2020-2021 Activities. Jessica Norris, President of the Milwaukee Mixers Committee reported that 40 boxes had circulated before the pandemic shut down the service to member libraries. Boxes started circulating again in August as a means to allow staff to try them out and/or create videos. Boxes that are used are being quarantined a week before being sent out and the schedule has changed with them going out on Fridays and returning on Tuesdays. A few new boxes are now available based on a survey that showed equipment for virtual programming is desired containing microphone, microphone shield, ring light, etc. The contents of the AV boxes have been spread out so more libraries can have access to equipment. The Family Archives Box has been developed with a laptop and ability to digitize many formats. An email will be sent out when those boxes are ready to be scheduled. Due to the uncertainties of the pandemic, the booking calendar is not released for 2021 yet. The Committee is meeting once a month via Zoom. Jessica thanked MCFLS staff for all the help they receive in accomplishing their goals. Pat Laughlin questioned whether there is need for additional committee members and Jessica indicated that the Committee is down a couple members and that extra members are always welcome and needed. Volunteers can contact the group at their email: MkeMixers@gmail.com and information about the Committee is available on their website (MkeMixers.org) where interested staff can volunteer.

TOPICS REQUIRING ACTION OR DISCUSSION

Discussion: Sharing Current COVID-19 Response.

Current Updates from your Library. Chair Arndt reminded directors to continue updating the spreadsheet. A few libraries are expanding hours and allowing use of their study rooms. Accepting and quarantining donations and opening book sale shelves is being considered by a few libraries. Some libraries have too many donations and looking at ways to get rid of donations; utilizing cash buckets that are quarantined so staff don't handle money and MPL is looking at online sales options. Discussion ensued regarding the topic of rising cases of COVID across the State and what metrics will be used for libraries in determining whether to roll back services and many factors are considered: case load, status of schools, capacity of library staff, local health department advice. Milwaukee will be operating with a limited model through the end of the year based on Mayor directive and could go back to staff working remotely if necessary—staff stress is high and patron mask behavior poor.

Tabled Motion: Enact a System-wide 5 day Quarantine on all Returned Library Materials. The pros and cons of extending the current four day quarantine to five days were discussed (waiting for results for the REALM and RAILS survey results, unhappy patrons, patrons take risks everywhere they go) and ultimately the motion was withdrawn until a later date if the need arises. MCFLS will work to educate the public more regarding the quarantining timeline and that items are checked in after that.

DPI Updates. Steve Hesel reported that fine thresholds for Hoopla and other electronic resources are at different levels throughout the State and he feels that the \$100 MCFLS limit is having no adverse effect on Hoopla usage or fine accumulation. Steve also reported that a Collaboration Survey was completed by System Directors and the top four areas were: Electronic Resources. Continuing Education, Data Collection and Marketing which are in line with the MCFLS Strategic Plan.

MCFLS 2021 Budget. Steve Hesel referred to the MCFLS 2021 Budget and visuals (broken down by DPI mandate) which is shown as Attachment B of the agenda packet which will be presented to the MCFLS Board for approval at their October 19 meeting. Steve explained items and responded to questions. Rachel Collins questioned the Cataloging Contract and questioned how many items are being cataloged during this time and Steve Hesel noted that the contract is tied to staff costs and not on items cataloged; Judy Pinger noted that a retirement and other staff changes in Acquisitions have occurred.

Discussion: Student Access to Library Resources. Jen Schmidt reviewed a document she shared prior to this meeting and which is shown as Exhibit 1 attached to these minutes outlining the two different models to approaching student access to library resources and responded to questions. Steve Hesper feels both models are needed to accommodate needs but does feel that duplication of records is of concern and a solution needs to be developed for schools to verify. Milwaukee will report more after the results of their survey is compiled.

TECHNOLOGY

Hoopla Rollover to One Account Planned for January 1st. Steve Hesper reported that MCFLS had planned to combine all Hoopla accounts into one account but then the pandemic put this action on hold since other major concerns needed to be addressed. A document outlining the changes is shown as Exhibit 2 attached to these minutes. Rachel Arndt questioned whether the pricing model for Hoopla will become part of RBD and Steve noted he would talk to the sales rep about that and report back.

Brainfuse Cost Distribution Survey Results. Steve Hesper reported that seven libraries are interested in adding the Brainfuse HelpNow Online Tutoring and JobHelp components of the database and he will begin the negotiations and getting the onboarding work done as soon as possible.

2020/21 MCFLS Training Schedule. Jen Schmidt referred to the MCFLS Training Schedule which is shown as Attachment C of the agenda packet and which has also been distributed to the Listserv. Jen's goal is to videotape the trainings for those that are unable to attend the designated dates/times for future viewing.

INFORMATIONAL REPORTS

Marketing Services Consultant and Next Steps. Steve Hesper reported that the Marketing Firm of STIR has been chosen by the MAC and formal action will be taken at the MCFLS Board Meeting on October 19 to approve a contract, Statement of Work and payment schedule. The learning process is now underway for STIR and MCFLS to learn about each other and a large meeting will be held for all interested parties to have input and share what is being done and what is desired outcomes for marketing within MCFLS.

ADDITIONAL BUSINESS.

West Milwaukee and Reciprocal Borrowing Statistics. Steve Hesper reported that yesterday was the last day for the reciprocal borrowing year and he doesn't see too much abnormal to report other than West Milwaukee reciprocal borrowing down some but extra money will go to MCFLS which will be used for a collaborative use.

Increasing Media Checkout Limits. Kathy Manning raised the question of increasing the number of media items from 20 to 40 items so staff don't have to override at the desk during this time as quarantine times are frustrating some patrons. Discussion ensued regarding the pros and cons. A motion made by Kathy Manning and seconded by Rebecca Roepke to increase checkout limit to 40 media items did not pass however a second motion, made by Kathy Manning and seconded by Brian Van Klooster to increase to 30 media items (DVDs and CDs) did pass with Greenfield being opposed to the motion. Jen Schmidt will report to the LDAC when the change is made in the System.

Voting Box Publicity. Rebecca Roepke inquired which communities are utilizing voter boxes? Patrons are coming to Cudahy Public Library to turn in their ballots and are not happy when they are not allowed to do that there so knowing how to respond to patrons would be helpful. Steve Hesser reported that DPI is collecting that data but it hasn't been released yet. Rachel Arndt responded that most Milwaukee library locations have a ballot box as well as voter assistance from 10am-4pm most days of the week; Election Inspector Training Guides are also available at Milwaukee libraries. For more information, visit the MPL.org website.

MEMBER LIBRARY UPDATES.

South Milwaukee – Kathy Manning's last day as Director is tomorrow, October 2nd. The LDAC wished Kathy well on her retirement.

SUB-COMMITTEE AGENDAS AND MINUTES. Links were provided on the agenda for minutes and agendas of the Circulation Services, Youth Services, Young Adult Services and the Adult & Reference Services Committees.

NEXT MEETING. The regularly scheduled monthly meeting is scheduled for Thursday, November 5, 2020 beginning at 9 a.m. via Zoom meeting room software. The COVID-related meeting is scheduled for November 15th beginning at 11:30 a.m.

ADJOURNMENT. With no further business to be addressed, Rachel Collins moved and Kathy Manning seconded a motion to adjourn the meeting at 11:45 a.m. Unanimously approved.

Digital Student Records

Digital records have a P TYPE of 30 which is separate and not tied to any one member library.

DIGITAL ONLY. Records allow online access only no checkout of physical items.

If records are upgraded, then the P TYPE may be associated with any member depending on the person's residency.

MEMBERS

Milwaukee Public Library – LibraryNow project (2015-Present)

- **MPS**
- **Seton Catholic Schools**
- **St. Joseph Academy**

Hales Corners Public Library (MOU with school district underway)

WORK CYCLE

School district or school provides MCFLS with a file of student data often an MOU
This model has work a few times a year:

- SEPTEMBER (after 3rd Friday) – loading of new student records
- JANUARY – loading of new student records
- JULY – purging of removed/graduated students but upgraded records left alone

UPGRADED CARDS

Digital cards may be upgraded. The library records track the CAMPAIGN when record is either a digital one or an upgraded one.

IMPACT

- When file is provided from the school, the quality control is better for the patron data
- Typically includes all students
- Duplicate records occur often for students already having a regular child card
- MCFLS has a solid load profile table for record loading

Student Data Incorporated into Existing/New Child Records

These records are tied to the CHILD P TYPE of a given member library. (e.g., 91 Child Hales Corners, 161 Child Greendale).

FULL: Records allow for online access & checkout of physical materials.

MEMBERS

Greendale Public Library (2018- ; 2020 is first time not using a school -provided file)

Franklin Public Library (Starting September 2020-)

WORK CYCLE

This model means MCFLS work is once a year (September)

- Each member library uses a web form ([example is Greendale's](#)) with specific fields required for the Sierra patron database **

***** First Name, Middle Initial, Last Name, Parent Name, Street Address, City, Zip, Date of Birth, Telephone, Student ID (not less than 5 digits), Expected Graduation Date, Campaign (library supplies), Notice Preference, PIN (MCFLS supplies)***

- Web form submissions come in and become a .csv file
- MCLS takes the .csv file and cleans it up then does a patron record load once into Sierra's database overlaying on existing records where needed (protection of certain fields) or creating new patron full records
- Libraries are in charge of their own patron record removal overtime

UPGRADED CARDS

Not applicable. These are full library child cards. Student data is added in.

IMPACT

- Less duplication of records by having full cards and not two types of records
- Voluntary participation so not all students included
- Record data may be omitted (WI student ID) or have errors, discrepancies because it's input by the patron. MOU preferred for this and Student ID
- Provides multiple ways for student/child to access his/her account.
- MCFLS is hoping to use one web form and one patron load profile table for all members wanting this method.

Patron Card Expirations Per Month

	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Brown Deer	0	0	0	65	61	54	1519	72	69
Cudahy	1323	128	144	137	134	115	170	181	197
Franklin	2488	263	265	273	315	319	357	357	433
Greendale	3	1095	120	124	133	99	134	125	163
Greenfield	260	226	215	239	258	221	254	238	317
Hales Corners	505	45	68	65	79	60	97	72	82
Milwaukee	3	3	48429	14432	4142	3773	4041	3837	4786
North Shore	1	446	2704	187	204	234	240	269	267
Oak Creek	2	3	3	6	1	4529	330	309	313
Shorewood	174	158	1383	195	189	169	175	209	198
South Milwaukee	166	144	137	982	629	162	205	199	213
St Francis	71	638	91	76	63	91	107	98	109
Wauwatosa	373	3056	445	704	554	513	621	464	609
West Allis	386	3471	271	378	357	281	396	368	464
West Milwaukee	27	207	10	15	11	11	17	14	22
Whitefish Bay	137	146	1519	126	192	167	201	184	211
Total	5919	10029	55804	18004	7322	10798	8864	6996	8453

SHOUTBOMB HAS ADDED A NEW KEYWORD TERM, CURBSIDE

The company has added a new text keyword, "curbside." Below is information on how it could work for MCFLS. PATRONS NEED TO BE TOLD TO USE THIS COMMAND TERM. The idea is that when the patron is at the library for a holds pickup, he/she texts curbside and CUSTOM text is sent back to the patron regarding curbside pickup.

POINTS TO NOTE:

- This is available to patrons subscribed as a text message user or not. If they are not they will be asked for their name/barcode to move ahead in the prompts.
- There is no additional cost
- The text templates used to generate the hold notices can be updated to provide the needed information about CURBSIDE to the patron.
- If there is a demand, Shoutbomb would be willing to provide an interactive voice response service to capture folks that are more comfortable calling in vs texting.

HOW IT WOULD WORK:

- Patrons *still* get a hold pickup text notice (if signed up for that)
- Patron texts CURBSIDE to <Shoutbomb phone number>.
- The system would put in text to the patron based on your location and the data sent to Shoutbomb. (see backside). Shoutbomb needs an email and phone number for each branch participating.

WHAT HAPPENS IF THE PATRON ISN'T SIGNED UP FOR SHOUTBOMB ALREADY?

- Using the phone number of the patron, Shoutbomb checks to see if the person is registered in our system. If not:
 - Patron gets this: "Please, provide either your full name or your library card barcode."
 - Using the phone number of the patron, Shoutbomb searches for the patron barcode linked to the item hold.
 - If Shoutbomb finds at least ONE ITEM:
 - An email goes out to library staff. Subject is Curbside pickup for ____ "date"
 - The body of the email will be "Curbside location:: 1 "... "Patron Full Name/barcode :: 12345678909867"
 - A reply goes out to the patron (or whatever the location message is): "Your message has been sent, we will be out to your curbside location with your items soon."
 - If Shoutbomb DOES NOT find at least one item:
 - Shoutbomb sends a reply (could be custom) to the patron: "We could not find any hold items that are ready for pickup. Please call <library contact phone number>."

THE BACKSIDE LISTS ALL CURRENT, CUSTOM HOLD PICKUP TEXT MESSAGING
as of 10/29/20

Below is the CURRENT, custom HOLD PICKUP TEXT MESSAGING as of 10/29/2020. If you do not see anything listed below, it means the default hold pickup message is in place. The other text here is ADDITIONAL to that messaging.

1	Central
5	Center St
6	Brown Deer. Please call the library at 414-371-2969, if you would like to arrange for curbside pickup
8	North Shore. For Library Hours and information on curbside pickup visit http://www.mcfls.org/northshorelibrary/default.htm or call 414-351-3461
1	Central
10	Franklin.
12	South Milwaukee
13	East. Items may be picked up during MPL Branch Curbside Service hours. At Branch Curbside locations, please call the phone number posted there for service.
14	Greenfield. Please call the library at 414 321-9595 if you'd like to schedule an appointment for curbside pickup
15	Atkinson
16	Greendale. Call ahead, 414 423-2136 for curbside pickup
17	King
19	Zablocki
20	West Milwaukee
23	Washington Park. Items may be picked up during MPL Branch Curbside Service hours. At Branch Curbside locations, please call the phone number posted there for service
24	Oak Creek. Please visit www.oakcreeklibrary.org/curbside or call 414-766-7900 for info on curbside pick up
25	Bay View
31	Capitol
34	Wauwatosa. Curbside Pickup Services available. Use www.picktime.com/wauwatosalibrary or call the library
35	Villard Square
36	West Allis. Please call the library 414-302-8500, if you would like to schedule curbside service
37	Mitchell St
40	St. Francis. Come in to collect your holds during open hours. Or, you may phone 414 481-7323 once you are outside the library for curbside pickup
41	Tippecanoe. Items may be picked up during MPL Branch Curbside Service hours. At Branch Curbside locations, please call the phone number posted there for service
43	Good Hope. Items may be picked up during MPL Branch Limited Service hours.
5	Center St
50	Central Drive-Up. Items may be picked up during MPL Central Drive Up Curbside Service hours. Please pull up to the Central Drive Up window.
6	Brown Deer. Please call the library at 414-371-2969, if you would like to arrange for curbside pickup
8	North Shore. For Library Hours and information on curbside pickup visit http://www.mcfls.org/northshorelibrary/default.htm or call 414-351-3461
83	Cudahy. Please call the library, 414-769-2244, if you would like to arrange for a curbside pick-up appointment
89	Shorewood. No appointment is needed to pick up your hold. The library hours for in-person and curbside pickup can be found on our website: http://www.shorewoodlibrary.org/
93	Whitefish Bay. Call 414 964-4380 for curbside pickup or come in during open browsing hours
95	YCOS
96	Hales Corners. Please check the library website for our current hours of service

WPLC Collection Development Committee 2020 Recommendations Update – October 2020

I. High holds and related patron dissatisfaction

1. Increase budget by a fixed amount based on a 5% increase each year for 5 years, beginning in 2021 and start an evaluation of the increase during 2023 to determine the impact and proposal for the next 5 years.

- The Collection Development Committee will come up with a proposal for metrics (patron satisfaction by zip code, etc.) to determine impact and the Board/Steering will review.

UPDATE: Project managers have met and have added some questions to the patron survey, which will go out in November, to create baseline data and then will re-survey in fall of 2021 for evaluation. Project managers will run stats throughout the year, first in December for baseline data and then quarterly throughout the year. The statistics will include wait times, collection counts, circulation and format and purchasing information. Project managers have identified the following goals for the increase:

- **Goal 1: Decrease wait times by 5%**
 - **Goal 2: Increase number of materials available in available-now purchasing models (CPC, simultaneous use, lucky day) by allocating \$250,000 toward that collection.**
 - **Goal 3: Increase the availability of the collection as a browsing collection. - increase the average number of available items to checkout by 5%.**
- The Steering Committee should discuss messaging about the increase, including using information about percentage of spending for collections, use of collections, etc.

UPDATE: Project managers will be taking this topic to the Steering Committee for discussion at their November meeting.

2. Explore partnerships and other avenues for increased resources and maximizing the use of the collection

- The Board will create a committee to focus on advocacy and explore funding partnerships and collaboration with potential partners including COLAND, the state education community, counties, private companies, etc.
- The committee of the Board will open a conversation with LD&L for state level funding.

UPDATE: A committee of the Board will be recruited at the next Board meeting, October 23, 2020. Potential identified activities for this group:

- **Explore funding partnerships and collaboration with potential partners including COLAND, the state education community, counties, etc.**
- **Start a conversation with LD&L for state level funding.**
- **Consider strategies for private or grant sources of funding.**
- **Explore county reimbursement and counting of digital circulations in non-librared resident use**

3. Increase always available content

- The CDC is recommending that the Selection Committee and Project Managers be allocated additional funds from the budget for high-quality simultaneous use content when it is available.

UPDATE: Since March 2020, the WPLC has added 938 Sim Use titles to the WI Digital Library for \$38,000 and the average circulation per title is .18.

4. Research and evaluate the balance of purchasing up front vs. purchasing by holds to determine the most effective way to purchase in light of continuous publisher model changes.

- The most recent approach recommended by the Collection Development Committee was to purchase many copies up front. During conversations with the committee in 2019, the Selection Committee, and at the Roundtable, questions were raised about the effectiveness of this approach. Working with OverDrive, the project managers will develop a plan for evaluating these approaches and determining the most effective strategy.

UPDATE: Project managers worked with OverDrive to develop a report called an Alternative Lending Model report which identifies the most cost effective model to fill holds on titles with significant holds. This report allows us to identify titles with high holds and/or high hold ratios and then provides the dollar amount it will take to fill the holds on titles using the most cost effective model. This report was invaluable to help disperse the \$250,000 in funding the WPLC received from DPI in IMLS pandemic funding. We are hoping to be able to scale this report down so it can be used monthly to help fill holds efficiently and economically. In addition, selectors have moved to a new model of purchasing bestseller titles. They purchase up to 5 copies initially, and then a variety of hold reports are run weekly from which titles are purchased. Finally the selectors introduced the cost per circ model and added several thousand Lucky Day (no holds allowed) titles since June. We have seen significant changes in average wait times over the past year, even with increased usage of the collection due to library closures.

II. Cost effectiveness of purchasing/circulation models

1. Clarify and document what publisher and model factors are being considered as content is purchased.

- Working with OverDrive, the project managers will document what publishers and model factors are being considered as content is purchased. The Selection Committee will weigh in on this process and review the document. It will serve as a guide for consortium and Advantage selectors and will be updated as experiments and information gathering lead to new models for purchasing.

UPDATE:

- **A glossary was created, with information about the different lending models by publisher. Will be reviewed by the Steering committee.**

Additional work or research questions may be directed by the Selection Committee.

2. Educate all members of the consortium about available models and how they are being utilized.

- Once it is clear how the various models are being used, this information would be shared to educate all members of the consortium about the various models, how they are currently being used, and what to expect in the future.

UPDATE:

- **Collection-level information (all formats, all genres) about purchasing practices and checkouts by lending model, 2014-2019.**

Possible additional tasks include: brief Q&A of selectors to hear how they determine whether to purchase OC/OU or MA if both are available, whether they take lending model into consideration when determining which titles to purchase, etc.

Additional work or research questions may be directed by the Selection Committee.

III. Publisher Issues

1. Create a recommended list (good guys list) of publishers that selectors would use.

- During the roundtable, the group affirmed the following statement: WPLC should increase spending with publishers that support our goals. To help with this goal, the Project Managers would work with OverDrive and the Steering Committee to create a

recommended list of publishers that selectors could use. In addition, the Collection Development Committee will research what other platforms publishers work with and those various purchasing models to potentially help supplement audio.

UPDATE: Project managers would like to suggest that given the dynamic publisher landscape and the sheer volume of publishers, focusing on favorable lending models that can then be easily identified in OverDrive's Marketplace would serve selectors better than maintaining a list of publishers. This work has already begun in the Cost Effectiveness of Purchasing Models section of this document.

2. Work with other libraries/consortia to share data to better understand the publisher landscape.

- During the Roundtable, the following statement was affirmed by the group: "WPLC should strategically monitor and participate in the development of national efforts around digital content." One way we can do this while also progressing on this area of focus is by working with other large consortia and libraries to gather and share data to help with our understanding of the publisher landscape and the impact libraries have within this ecosystem. WPLC is already gathering such data through the patron focus group and our own local Big Read programs. By sharing that data nationally and working with others to collect similar data, we hope to gain understanding of our most effective strategies in combating unfavorable policies by publishers.

UPDATE: In January 2020, Sara Gold attended the ALA Midwinter Conference in Philadelphia. There she attended the Association of Special, Government and Cooperative Library Agencies (ASGCLA) Ebook Meeting which includes state librarians, consortia around the country and Canada, publishers and distributors. She gave a report to the group about our interest in working with other consortia to advocate for better terms and lending models from publishers and shared the proposed Local Big Read project which was put on hold in March due to COVID. There was great interest from Penguin Random House and several consortia regarding the Local Big Read and Sara connected with Guy Gonzalez from the Panorama Project to fold him in. Our hope is to roll out that project to coincide with National Library Week in 2021. Sara also attended a session with John Sargent, former CEO of Macmillan, and was able to express the WPLC's frustration over the unfair lending model including an embargo that was instituted by Macmillan. The Macmillan embargo was lifted in mid March due to lagging sales after a national boycott of Macmillan titles was implemented by many consortia including the WPLC. From April through September the project managers have kept in touch with Minitex, RAILS, Califa, Whatcom County Library System in Bellingham, WA, the Washington State Library, and the Ohio Digital Library about national advocacy efforts for better ebook models, COVID 19 planning for digital libraries, and how we can effectively work together when we are unable to meet in person.

The WPLC Project managers have been in conversation with DPI and DPLA staff regarding the SimplyE platform. SimplyE is an open-source e-book platform developed by New York Public Library that can host audio and ebook content from a variety of vendors including DPLA's open access/public domain collection. SimplyE is a solution several states have implemented, however none of these states have a statewide Overdrive digital consortium akin to the Wisconsin Digital Library. Project managers will continue to explore how other consortia are engaging with this platform, including a conversation in late September with Minitex. The prospect of investing in a project that is potentially challenging publishers to offer different and more favorable lending models is exciting and an important consideration for the WPLC. For the time being however, SimplyE is not an attractive option for the WPLC because it is not compatible with kindle users and although audiobooks are now available, no consortium has implemented the audio format yet. In addition, patron satisfaction is extremely high with the Libby app.

IV. Advantage effectiveness

1. Evaluate the success of the hold reduction program (satisfaction, circulation, etc.)
 - The holds reduction program, which has been in place since 2018, takes \$150,000 from the shared budget and allocates it to each system to purchase copies of high-hold items. Working with OverDrive, the Project Managers would develop a plan and gather data to evaluate the effectiveness of this program in reducing holds.

UPDATE: Project managers will be identifying the data needs for evaluation later this fall. The data will then be run on past years in January so all of 2020 can be included.

2. Provide guidance and support to Advantage selectors
 - While some systems have Advantage selectors that prefer to work independently, others could benefit from more guidance and support. Working with OverDrive, the Project Managers will create a plan for providing guidance and support on an ongoing basis so that all Advantage selectors are able to effectively purchase for their systems.
 - For all selectors, tools to quickly make decisions about purchasing and to help them do their job most efficiently would be beneficial. These tools could include a user group, a knowledgebase of information and processes, video tutorials, etc. The Project Managers will work with the Advantage Selectors to plan the development of such resources.
 - In addition, information about consortia-wide collection efforts (boycotts, holds reduction goals, etc.) needs to be regularly communicated.

UPDATE:

- **We've started to pull together resources for Advantage selectors.**

- **A more comprehensive draft support plan will be proposed in December-January, in collaboration with Advantage selectors.**

V. Collection Development of Series

1. An ongoing challenge in the OverDrive collection is series.
 - Work with OverDrive to develop a list of currently owned titles that are in a series and identify gaps in that series.
 - Purchase gaps in a series and work with OverDrive, if necessary, to connect with publishers to gain access to those titles.
 - Inquire with OverDrive if there is potential for a discount if multiple titles of one series are purchased or implement a standing order for series titles.

UPDATE: The Selection Committee has assigned a selector specifically to work on identifying series in adult fiction and ordering titles not currently owned in those series to fill in gaps. We have seen a marked improvement in title availability since the concerted effort has been made to identify titles.

The WPLC Project managers have talked to other consortia about working collectively to encourage OverDrive to actively pursue acquiring the rights to titles in series not currently available through OverDrive. There is interest in this project however, it was found that many of the series titles in audio are owned by Audible and are not available for purchase by libraries. The Selection Committee will continue to work on identifying series titles for purchase.



**MILWAUKEE COUNTY FEDERATED
LIBRARY SYSTEM
STATEMENT OF WORK AGREEMENT 2020**

September 30, 2020

Prepared by STIR Advertising and Integrated Messaging

This will constitute a Scope of Work agreement between the Milwaukee County Federated Library System (MCFLS) and STIR, LLC (hereafter referred to as “STIR”) for development of a comprehensive system-wide and member library marketing plan which will be completed during the period **October 19, 2020 through Dec 31, 2020.**

As outlined in the detailed proposal, this agreement includes the following deliverables:

- *One-on-one meetings and group meeting with key MCFLS staff, board members, volunteers and patrons*
- *Review of research and background resources provided which will ensure that STIR makes the best recommendations.*
- *Data collection evaluation and recommendation*
- *Development of system-wide and member library plan including topline recommendations in the following:*
 - *Website*
 - *Social channels*
 - *Public Relations*
 - *Community/Corporate Partnerships*
 - *System tool kit*
 - *Outreach materials*
 - *Recommended measurement and reporting process*
 - *Plan presentation to MCFLS team*
- *Budget recommendation for 2021 re: anticipated fees and out-of-pocket expenses*

Work will be conducted on assignments as specifically approved by MCFLS. Work will normally be performed at the offices of STIR and but occasionally may take place at other locations, as required. Work will normally occur between the hours of 8:30 a.m. and 5:00 p.m. on weekdays but may include occasional evenings, weekends and travel.

Payment for these services will be invoiced in two parts – 50% invoice end of October and the remaining 50% to be billed end of Dec. STIR will provide monthly billing memos that detail the hours invested by approved initiatives. They will be issued for the following month no later than the 30th day of each month that this agreement is in force.

Status reports will be produced that track the progress of planning. The terms of the STIR Agency of Record contract apply to this contract with the exception that agreement has a 12-month term. It is not cancellable during that term so long as STIR makes available the agreed upon hours and is available to deliver upon the service plans in good faith.

TOTAL BUDGET: \$10,000

2022 Reciprocal Borrowing Payment

The 2022 reciprocal borrowing payment is based on net positive circulation transactions from 10/1/19 through 09/30/20. As per the ILS, Resource Sharing and Technology Agreement, the 2022 payment is 37% of 2021 system aid, which is \$2,855,319. The total reciprocal borrowing payment for 2022 is \$1,056,468 and will be sent out in February 2022.

OWNING LIBRARY/HOME LIBRARY NET CIRCULATION Oct19-Sep20 (HOME LIBRARY)

		P A T R O N R E S I D E N C E																	
		Milwaukee	Franklin	South Milwaukee	Greenfield	Greendale	Oak Creek	Wauwatosa	West Allis	St. Francis	Brown Deer	North Shore	Cudahy	Shorewood	Whitefish Bay	Hales Corners	Total		
O	Milwaukee	0	-16510	-9772	-59521	-16169	-9864	-141754	-98104	-23209	-41975	4608	-61309	-56819	-9491	-10098	-549987		
W	Franklin	16510	0	386	6632	12467	-2633	2124	328	-769	-1270	1455	-1988	366	795	-1192	33211		
N	South Milwaukee	9772	-386	0	744	252	-192	2322	-390	-1107	-227	1530	-8627	610	1047	-279	5069		
I	Greenfield	59521	-6632	-744	0	-4869	18	1729	-2422	-440	-261	1746	-3205	406	952	-16152	29647		
N	Greendale	16169	-12467	-252	4869	0	427	839	1053	-163	-421	810	-1765	224	360	-2623	7060		
G	Oak Creek	9864	2633	192	-18	-427	0	-190	-1344	-564	-783	922	-5258	-533	41	-1186	3349		
	Wauwatosa	141754	-2124	-2322	-1729	-839	190	0	-13916	-2122	-675	2978	-3057	100	639	-2024	116853		
L	West Allis	98104	-328	390	2422	-1053	1344	13916	0	-592	78	3153	-1325	1459	2730	-1783	118515		
I	St. Francis	23209	769	1107	440	163	564	2122	592	0	294	1719	-5937	748	1254	10	27054		
B	Brown Deer	41975	1270	227	261	421	783	675	-78	-294	0	3702	-104	224	227	-27	49262		
R	North Shore	-4608	-1455	-1530	-1746	-810	-922	-2978	-3153	-1719	-3702	0	-2920	-5414	-19829	-1588	-52374		
A	Cudahy	61309	1988	8627	3205	1765	5258	3057	1325	5937	104	2920	0	1232	1658	146	98531		
R	Shorewood	56819	-366	-610	-406	-224	533	-100	-1459	-748	-224	5414	-1232	0	1017	-755	57659		
Y	Whitefish Bay	9491	-795	-1047	-952	-360	-41	-639	-2730	-1254	-227	19829	-1658	-1017	0	-954	17646		
	Hales Corners	10098	1192	279	16152	2623	1186	2024	1783	-10	27	1588	-146	755	954	0	38505		
	Total	549987	-33211	-5069	-29647	-7060	-3349	-116853	-118515	-27054	-49262	52374	-98531	-57659	-17646	-38505			

Net Positives 602361

	Net positive	% positive	2022 Payment
Milwaukee	-	0.0%	\$ -
Franklin	33,211	5.5%	\$ 58,248
South Milwaukee	5,069	0.8%	\$ 8,890
Greenfield	29,647	4.9%	\$ 51,997
Greendale	7,060	1.2%	\$ 12,382
Oak Creek	3,349	0.6%	\$ 5,874
Wauwatosa	116,853	19.4%	\$ 204,946
West Allis	118,515	19.7%	\$ 207,861
St. Francis	27,054	4.5%	\$ 47,449
Brown Deer	49,262	8.2%	\$ 86,400
North Shore	-	0.0%	\$ -
Cudahy	98,531	16.4%	\$ 172,811
Shorewood	57,659	9.6%	\$ 101,127
Whitefish Bay	17,646	2.9%	\$ 30,949
Hales Corners	38,505	6.4%	\$ 67,533
Total	602,361	100.0%	\$ 1,056,468

Per-circ rates and costs for West Milwaukee Residents			
10/01/19-09/30/20 (2021 payout)			
Library	Circulation	Per-circ rate	Cost
Brown Deer	76	\$ 2.25	\$ 171
Cudahy	192	\$ 2.73	\$ 524
Franklin	152	\$ 2.74	\$ 416
Greendale	108	\$ 2.98	\$ 322
Greenfield	169	\$ 4.41	\$ 745
Hales Corners	41	\$ 3.77	\$ 155
Milwaukee	1,240	\$ 4.61	\$ 5,716
North Shore	47	\$ 3.60	\$ 169
Oak Creek	64	\$ 3.01	\$ 193
St. Francis	50	\$ 4.03	\$ 202
Shorewood	56	\$ 2.84	\$ 159
South Milwaukee	68	\$ 4.35	\$ 296
Wauwatosa	296	\$ 2.65	\$ 784
West Allis	5,490	\$ 3.90	\$ 21,411
Whitefish Bay	87	\$ 2.34	\$ 204
	8,136	\$ 3.35	\$ 31,467
		Average	