

Notice

Milwaukee County
Federated Library System
Library Directors Advisory Council

Regular Meeting
Thursday, December 3rd, 2020
9:00 – 11:30 AM

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

Meeting URL: [CLICK HERE](#)

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 November 5th, 2020 LDAC meeting

Action [Attachment A](#)

Topics Requiring Action or Discussion

4. Discussion: Sharing Current COVID-19 Response
 - a. Current updates from your library. Please update your [current status here](#).
 - b. Frequency of LDAC updates
 - c. DPI updates
5. Discussion: handling requests for reconsideration of materials (Wauwatosa example).
6. Discussion: max checkouts for board games and video games
7. 2021 LDAC Chair
8. [2021 LDAC meeting schedule](#)

[Attachment B](#)Technology.

9. Discussion: circulation of library hotspots and vendor programs
10. Update on the transition of RBDigital magazines to the OverDrive platform

[Attachment C](#)Informational reports.

11. MPL IMPACT study on LibraryNow and academic performance

[Attachment D](#)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

Tentatively scheduled for Thursday, January 7th at 9:00 am via Zoom meeting room software.

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, November 5, 2020
Online Zoom Meeting

Present: Judy Pinger, Chair, Milwaukee Public Library
Dana Anderson-Kopczyk, Brown Deer Public Library
Kim Boldt, Milwaukee 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
Sheila O'Brien, Greenfield Public Library
Alyssa Pisarski, Interim Director, North Shore Library
Rebecca Roepke, Cudahy Family Library
Brian VanKlooster, Greendale Public Library

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

Call to Order. Chair Pinger 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. Chair Pinger reported that since Rachel Arndt no longer works for Milwaukee Public Library that Kim Boldt, Head of Circulation and the Villard Square Library Director before that, would be the second representative that will be attending LDAC meetings for the meantime; Kim will be arriving later in the meeting due to a prior commitment at this moment.

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

- Milwaukee County Budget Allocation Update/Steve Heser
- Unclaimed Property Letters/Brian VanKlooster
- SOIS MLIS Advisory Board Report/Rachel Collins
- Trainers for Staff CE Days/Rachel Collins

Rachel Collins moved and Amy Krahn seconded a motion to adopt the agenda as modified with the suggested topics added. Unanimously approved.

[Rebecca Roepke arrived.]

Approval of Minutes for the October 1, 2020 LDAC Meeting. Chair Pinger referred to the minutes of the October 1, 2020 LDAC meeting which are shown as Attachment A of the agenda packet. Amy Krahn moved and Rachel Collins seconded a motion to approve the minutes as presented. Unanimously approved.

TOPICS REQUIRING ACTION OR DISCUSSION

Discussion: Sharing Current COVID-19 Response.

Current Updates from Your Library. Rachel Collins questioned whether libraries are considering reducing library services based on increased COVID cases in local communities and those that responded indicate not enough traffic to make changes at this time; some are making plans just in case they are dictated to do so.

New Quarantine Period. How is it Working? Pat Laughlin noted things are going well with their change to 24-hours. Milwaukee surveyed staff performing materials handling tasks and it is due on Friday—it is felt that a change will be made to decrease from 5 days. Shorewood still plans to decrease gradually down over time for the purpose of perception and to make sure no new data comes in to alter recommendations again.

[Jen Loeffel arrived at 9:11 a.m.]

Job Seekers: How are You Assisting? What do You Need from DPI or MCFLS? Since most libraries are limiting how long patrons can be in their buildings, whether library staff can have contact with the public and how long a person can be on computers, it is desired that the Job Centers not recommend patrons go to their public libraries without calling first so expectations can be managed before making a trip in person. Libraries are not in any better position to serve the public than Job Centers are in regards to COVID and staff safety is a concern for every agency. Judy Pinger reported that Milwaukee is researching a product called LibAnswers to assist patrons at computers and she will report to the LDAC what they learn.

LAWDS Update. Steve Hesser will ask why the Job Centers are closed and relay the above information to them.

Feedback from Crisis Mobile Team Presentation 10/28. Pat Laughlin commented that the presentation was hard to hear. Amy Krahn asked if a session could be provided for stress management for staff, including how to handle public meltdowns. Judy Pinger suggested Steve Hesser reach out to staff associated with the City of Milwaukee Employee Assistance Program.

[Kim Boldt arrived at 9:24 a.m.]

DPI Updates. Steve Hesser reported that his weekly SRLAAW meetings continue. Mike Dennison at DPI will be putting together short videos and scheduling live hours to respond to Annual Report questions from libraries and noted that "N/A" will be acceptable responses this year. If libraries have changed to a different phase in the Reopening Guide document released in June, let him know so that can be noted for the rest of the State. Steve added that the Joint Finance Committee would like to hear stories of how libraries are working during these times.

[Alyssa Pisarski arrived at 9:35 a.m.]

Review of Current Patron Account Expiration Dates by Residence. Steve Hesser referred to Attachment B of the agenda packet which shows the number of patron cards with expiration dates from July 2020-March 2021 and wonders whether libraries are interested in extending dates? MCFLS continues to receive a good number of inquiries daily from patrons confused or needing assistance in extending dates since patrons cannot get to libraries for one reason or another. Pat Laughlin responded that offering an online renewal form really helps; Jen Schmidt noted that nine member libraries currently offer this

option on their websites for patrons. Kim Boldt noted that Milwaukee is not interested in moving expiration dates out farther and Ready Reference staff are able to help patrons if they can't come in person to renew at this time; Milwaukee is nearly ready to consider the online renewal form and will contact MCFLS for assistance.

2021 LDAC Meeting Schedule. Virtual or Hybrid? Steve Hesper asked for input on how he should proceed with scheduling of 2021 LDAC meetings as this agenda topic will be on next month's agenda. A few ideas were put forward and the decision was to schedule the first six months virtually and the second half of the year schedule in person and in March revisit this topic to see whether there needs to be any changes; Steve Hesper will send out an email with dates and ask for hosts for the second half of 2021 just in case in-person meetings will be held.

TECHNOLOGY

Shoutbomb Messaging for Curbside Appointments. Jen Schmidt reviewed Attachment C of the agenda packet noting that text relative to curbside service can be added to Shoutbomb hold notice communications if libraries would like that. Jen asked that directors review their language shown on page two of this attachment and let her know if any changes are desired.

WPLC Report. Steve Hesper highlighted parts of the WPLC Collection Development Committee 2020 Recommendations Update which is shown as Attachment D of the agenda packet. After review, Steve will ask for clarification what he .18 means on item 3 (18 cents?) and he will request that, like the hold reduction program, that the entire program be handled under the most effective purchasing strategy. Rachel Collins thanked everyone involved with the WPLC for the efforts and strides made to make this the best program it can be.

INFORMATIONAL REPORTS

Marketing Consultant Update. Steve Hesper referred to the Statement of Work Agreement with STIR which is shown as Attachment E of the agenda packet which was approved by the MCFLS Board at their October 19 meeting. Since then much has been happening in terms of sharing what is currently being done and at a meeting of the MAC two audiences have been selected as who marketing will be directed towards during this pandemic time: job seekers of all ages and parents of students and lifelong learners since there is a statewide emphasis on this. Resources to promote are: Gale Courses, Transparent Languages, Brainfuse. There will be an emphasis to include underserved audiences. STIR is reviewing data already available. Gale has shared new testimonials which will be helpful and Steve will share those with the LDAC for individual library uses as well.

Amounts for Reciprocal Borrowing 2022 and West Milwaukee 2021. Steve Hesper referred to Attachment F of the agenda packet noting that percentage-wise, things look pretty similar to past years except for one library. The West Milwaukee amount is usually \$10,000 more for reciprocal borrowing but reduced usage during the pandemic explains that decrease. Steve noted his only concern for 2022 is the distribution of Innovative software maintenance costs since the MPL numbers are down and it wouldn't be good to have suburban costs increase so that will be looked at in the near future and perhaps an average of the past three years would be worth exploring. Pat Laughlin noted that the amount of State Aid associated with the 2022 payments isn't known yet so all libraries need to prepare their local officials of that fact since 37% of State Aid goes to reciprocal borrowing payments. Steve Hesper did note that DPI has asked for an increase from the Governor and while they are optimistic, the

Joint Finance Committee and state legislature also need to also approve that increase of \$6.5 Million; Steve will notify member libraries as soon as he is made aware of the funding decision. Steve Hesel explained that reciprocal borrowing payments are based on State Aid from the previous year which is different than other contracts which use current year State Aid amounts. Pete Loeffel noted that the lobbying efforts for increased State Aid is going well with Steve Conway making trips to visit politicians establishing positive relationships. Pete is the new Chair of the LD&L Committee in 2021.

ADDITIONAL BUSINESS

Milwaukee County Budget Allocation Update. Steve Hesel reported that he has learned that the Milwaukee County Joint Finance Committee is recommending an extra \$50,000 be allocated to MCFLS for electronic resources in 2021 and that the Board of Supervisors will consider that proposal during budget discussions.

Unclaimed Property Letters. Brian Van Klooster asked what other libraries do in regards to unclaimed property. Pete Loeffel reported that they have made their meeting room deposits forfeited if not refunded within a certain period of time. Steve Hesel reported that MCFLS sees bankruptcy letters infrequently and when they do come to MCFLS the library which a patron owes money to gets the letter forwarded to them for informational purposes.

SOIS MLIS Advisory Board Report. Rachel Collins provided a report and written notes are shown as Exhibit 1 attached to these minutes.

Trainers for Staff CE Days. Rachel Collins asked for leads for presenters for a staff training day she is planning to focus on cultural competencies and Laurie Freund at SEWI was suggested as well as Kristina Gomez at MPL. Jen Schmidt referred to the State of Idaho which she feels might be a good resource and she will share that information after the meeting in an email.

MEMBER LIBRARY UPDATES

Hales Corners – Pat Laughlin reported that an RFP was released last Friday for Construction Management Services for a building project.

Greendale – Brain Van Klooster reported that 2022 will be a challenging budget year and asked for any pointers he can refer to in forming a useful strategy in coping.

SUB-COMMITTEE AGENDAS AND MINUTES. Links are 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. Scheduled for Thursday, December 3, 2020 at 9:00 a.m. via Zoom meeting room software. The next COVID update meeting is scheduled for Thursday November 19 beginning at 11:30 a.m.

ADJOURNMENT. With no further business to be addressed, Amy Krahn moved and Rachel Collins seconded a motion to adjourn the meeting at 10:45 a.m. Unanimously approved.

11/4/21 SOIS MLIS Advisory Board notes

Paula Kiely and I serve on the advisory board representing public libraries. Consultant Jennie Stolz and Catherine Hansen, past SOIS professor also serve.

Update from UWM and department

-Departure of Dean Tom Lipinski and Assistant/Associate Dean Loretta Henderson. Dietmar Wolfram stepping in. No replacements at this time.

-UWM has 13 Deans, which has been identified as too many compared to other schools. UWM hopes to have fewer units lead by Deans. Which likely means consolidation of schools. This could lead to efficiencies, more research opportunities for professors and students

-Wolfram co-chairs one of the four committees and they hope to present recommendations by January 2021. A fast calendar.

-Overall, SOIS is in a good position. One of the few schools that brings in money via iSchool. Strong program that's shown growth. Innovative.

-Concerns brought up by Paula Kiely - making sure students and alum get to provide feedback on recommendations. AND what do these consolidations do to the identity of a program or school that alum have attended. There will be some input from students and alum, but not much. All schools are very concerned about identity issues. Perhaps keep schools, but under a larger umbrella. SOIS will pursue an equal partnership and will not be absorbed by another department.

-No matter what, "the footprint of SOIS in 2-3 years will look different."

Data from MLIS program

-Comparing 2016 - 2020 - 5 year difference:

-Diversity - 84-86% white - no movement over the last 5 years and no real effort either.

-Concentration - Public Libraries was 2.5% in 2016 and 21% in 2020. Changed required courses and better advisement on class order at the beginning of the program.

-Student body = Average of 300-350 students each fall and spring. Summer number higher, awarding summer scholarships.

Exploring Competency Based Education (CBE)

Allows students to 'test out' of classes by displaying competencies. Reduces "time in the seat" for students that have been working in libraries for years. This would likely be for 6-9 credits, not the whole degree. Ethics, values, research methods would still need to be in class, but CBE would reduce time to complete program and cost less.

- There was interest in pursuing CBE as a potential addition to the MLIS program from the board. It's innovative and could make SOIS more competitive with other national programs

- Could also increase diversity in the profession

- Marketing study is next step - appeal to school media specialist, archival paraprofessionals and public, library staff

RC

TAC/LDAC Chairs, 1973-current			
Year	Library	Chair	Total
1973	Milwaukee	Krug	
1974	Whitefish Bay	Eggum	
1975	Greendale	Chapple	
1976	Greendale	Chapple	
1977	Wauwatosa	Schmidt	
1978	Oak Creek	Scott	
1979	Oak Creek	Scott	
1980	Shorewood	Esquivel	
1981	Hales Corners	Labott	
1982	Brown Deer	Morris	
1983	West Allis	Ruelle	
1984	Greendale	Niebuhr	3
1985	Wauwatosa	McGowan	2
1986	Franklin	Bellin	
1987	Oak Creek	Tasnadi	
1988	Greenfield	Delke	
1989	South Milwaukee	Paulaskas	
1990	Franklin	Bellin	
1991	Cudahy	Nelson	
1992	Greenfield	Delke	
1993	Hales Corners	Laughlin	
1994	South Milwaukee	Pfeiffer	2
1995	West Allis	Mulvey	2
1996	Greenfield	Delke	
1997	Oak Creek	Talis	4
1998	Franklin	Bellin	
1999	Shorewood	Carey	
2000	St. Francis	Luczywko	
2001	Franklin	Roark	
2002	Milwaukee	Crooks	
2003	Whitefish Bay	Blaschka	
2004	Shorewood	Carey	
2005	Brown Deer	Gutkowski	
2006	Cudahy	Roepke	2
2007	Franklin	Roark	
2008	Hales Corners	Laughlin	
2009	Milwaukee	Gay	
2010	North Shore	Nelson	
2011	St. Francis	Loeffel	2
2012	Shorewood	Carey	4
2013	Whitefish Bay	Pierschalla	
2014	Brown Deer	Williams-VanKlooster	3
2015	Whitefish Bay	Reed	4
2016	Franklin	Muchin-Young	6
2017	Greenfield	O'Brien	4
2018	Hales Corners	Laughlin	4
2019	North Shore	Draeger-Anderson	2
2020	Milwaukee	Arndt/Pinger	4
2021			
The numbers to the right reflect the times a member library has chaired. The number is in the most recent year for that library.			

RBDigital and Matching OverDrive Magazine Titles			
2020 Top Circulating Titles			
Title	Circ		OverDrive Title List
The New Yorker	8,508		Y
Us Weekly	5,387		Y
The Week Magazine	3,908		Y
Newsweek	3,633		Y
OK! Magazine	3,413		Y
Woman's World	3,039		Y
New Scientist	2,876		Y
AppleMagazine	2,630		Y
In Touch Weekly	2,616		Y
National Geographic	2,225		Y
National Enquirer	1,959		Y
The Economist	1,940		Y
Star Magazine	1,905		Y
Kiplinger's Personal Finance	1,786		Y
Food Network Magazine	1,678		Y
Prevention	1,648		Y
Good Housekeeping	1,529		Y
HGTV Magazine	1,527		Y
TV Guide Magazine	1,407		Y
Family Handyman	1,370		Y
New York Review of Books	1,309		Y
O, The Oprah Magazine	1,241		
Reader's Digest	1,237		Y
Soap Opera Digest	1,211		Y
Cook's Illustrated	1,108		Y
Rolling Stone	1,077		Y
PC Magazine	1,070		Y
Bon Appetit	1,036		Y
Cook's Country	995		Y
WIRED	992		Y
Women's Health	978		Y
Men's Health	945		Y
Clean Eating	937		Y
Cosmopolitan	916		Y
PCWorld	862		Y
Woman's Day	814		Y
Country Living	785		Y
Smithsonian Magazine	785		Y
Vanity Fair	782		Y
Macworld	729		Y
Taste of Home	698		Y
Yoga Journal	663		Y
House Beautiful	620		Y

Vogue	614	Y
GQ	613	Y
Car and Driver	585	Y
Popular Mechanics	560	Y
Chicago Magazine	534	Y
Motor Trend	522	Y
Discover	520	Y
Dwell	487	Y
Astronomy	473	Y
MOTHER EARTH NEWS	450	Y
Conde Nast Traveler	443	Y
Maxim	443	Y
Outside	438	Y
This Old House	427	Y
Runner's World	414	Y
Esquire	405	Y
Games World of Puzzles	405	Y
Popular Science	399	Y
Architectural Digest	394	Y
Highlights for Children	381	Y
Bake from Scratch	358	Y
Bicycling	354	Y
iPhone Life	352	Y
Woodworker's Journal	337	Y
Backpacker	330	Y
Elle	325	Y
Billboard Magazine	320	Y
ELLE DECOR	317	Y
Amateur Gardening	314	Y
Life & Style Weekly	307	Y
American Craft	305	Y
Mother Jones	298	Y
Allure	284	Y
Harper's Bazaar	283	Y
Fast Company	277	Y
Reason	269	Y
Road & Track	266	
Marie Claire	256	Y
First for Women	244	Y
Outdoor Photographer	227	Y
Interweave Knits	218	Y
MoneyWeek	212	Y
VegNews Magazine	211	Y
Backyard & Garden Design Ideas	208	Y
Better Homes and Gardens Australia	208	Y
Birds & Blooms	205	Y
Health & Fitness	195	

Inc. Magazine	193		Y
Woman's Weekly	193		Y
Globe	188		Y
Country Woman	180		Y
Men's Journal	175		Y
FHM Australia	169		Y
Condé Nast House & Garden	154		Y
New York Magazine	152		Y
HELLO! magazine	149		Y

RBdigital Magazines Transition to OverDrive: Preparation Checklist

To prepare your library staff and users for a smooth transition from RBdigital Magazines to OverDrive Magazines supplied by ZINIO, we recommend you complete the following checklist using the resources available at the [Transition Resources page](#).

Marketing

- ☐ Post a message on your library's website that the digital magazines and comics patrons previously enjoyed from RBdigital will soon be available in the Libby app from OverDrive.
- ☐ On the scheduled transfer date, update your library's website to remove references to RBdigital.
- ☐ Promote Libby prominently on your website homepage. [Need help?](#)
- ☐ Post an update on social media that digital magazines and always available comics will soon be available in the Libby app.
- ☐ Print and display promotional materials in your branches and around your community.
- ☐ Communicate to patrons via email that digital magazines and comics, previously available through RBdigital, will soon be available in the Libby app.

Staff Training

- ☐ OverDrive is offering live webinars on how to use OverDrive Marketplace and Libby. [Register now](#) and invite your staff to join.
- ☐ Visit the Resource Center anytime, anywhere for [How-To Videos](#).
- ☐ Contact your OverDrive Account Manager to schedule a custom, live training session for your staff.

Stay in Touch

- ☐ [Subscribe to OverDrive emails](#) for news and updates.
- ☐ Follow OverDrive on social media.
- ☐ Subscribe to the [OverDrive blog](#).
- ☐ Bookmark and subscribe to OverDrive's [Status Page](#) in the rare event of service interruption.

Conclusions and Recommendations

DATA HIGHLIGHTS

The findings from this stage of LibraryNOW's evaluation suggests that its systems-change approach to increasing student access to library resources may be associated with improved academic outcomes. The implementation evaluation provides evidence that program outreach is reaching schools as intended, and the outcome evaluation provides some support for the program's theory of change. Key findings include:

- As of the end of the 2018/19 school year, the train-the-trainer presentations had reached approximately half of the schools in the district and were evenly distributed across the city.
- Students at schools that received presentations are representative of the overall MPS population with respect to their basic demographic and socioeconomic characteristics.
- Mean student outcomes for ELA and Math proficiency at schools that received LibraryNOW presentations followed modest upward trends that were similar to those of all schools in the district and to the means across all district students, but were slightly higher than the school-level means.
- The analysis of the combined MPS and MCFLS data for the 2018/19 school year suggests that outreach to schools was associated with increased engagement with library resources, and that increased engagement with library resources was associated with improved academic outcomes. For example:
 - Students at schools that received presentations were slightly more likely to have accessed library resources than students at schools that did not. However, they were not more likely to have upgraded accounts or to have checked out items.
 - Students who had upgraded cards were more likely to use library resources than those who only had digital accounts.
 - Increased library engagement may have had a modest association with increased academic performance, particularly with respect to Mathematics.

Overall, these findings are generally positive but must be considered preliminary and without causal implications given the available data and methodology utilized. Future analysis using more rigorous methods may provide additional insight into the extent to which engagement with library resources leads to (or is merely associated with) improved academic outcomes for students.

RECOMMENDATIONS

As additional student data becomes available, further analysis will explore the extent to which upward trends continue and whether positive associations persist for future school years. In the meantime, the authors offer the following recommendations:

- As MPS policies limit teachers' professional development time and necessitate that outreach efforts focus on more district-wide training opportunities, attendance tracking for LibraryNOW presentations should include documentation of specific staff roles and the schools they represent. This will allow future analyses to explore the association of staff training and student engagement and outcomes.
- Anecdotal reports indicate that MPL Library Media Specialists play a large role in informing students how to use their student ID to access library resources. Program staff could consider gathering qualitative feedback from these library personnel to inform targeted strategies for reaching students at library branch locations.
- Continue to strengthen the partnership with MPS administration and leverage these relationships to access to schools and school staff who have not yet availed themselves of LibraryNOW orientations.
- Further align LibraryNOW with other school and community initiatives to improve student outcomes by promoting the integration of subject-specific LibraryNOW resources into their programming.
- Consider renewing efforts to gather feedback from school staff who receive training in order to inform training approaches that best meet staff needs and support engagement and dissemination of outreach messaging.