

709 North Eighth Street Milwaukee, WI 53233

PH: 414-286-8149 FAX: 414-286-3209

Notice

Milwaukee County Federated Library System Library Directors Advisory Council

> Regular Meeting Thursday, April 15th, 2021 10:00 – 12:30 PM

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 March 4th, 2021 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 <u>current status here</u>.
 - b. DPI Update
 - i. Addendum to Reopening: Return to Full Service
 - ii. Federal funding
 - c. Delivery
 - i. New CDC guidance on surface transmission | Related article
 - ii. Re-evaluation of recommended quarantine period and sealing/dating bins
- 5. Discussion: Proposal to adjust metrics used to determine member costs for ILS, OCLC and cataloging costs for 2022.

Attachment B

6. MCFLS Marketing position description

Attachment C

- 7. LDAC Meetings (standing agenda item)
 - a. Frequency of update meetings
 - b. Hybrid meetings may start as soon as August
 - c. Results of poll regarding a possible change to meeting date

Attachment D

Technology.

8. Impact of MCFLS member library Advantage funding on OverDrive circulation. Quarterly trends.

Attachment E

9. Online patron registration records

<u>Informational reports.</u>

10. Inclusive services state meeting/update

Additional Business

Member Library Updates

Sub-committee agendas and minutes

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

Next Meeting

Scheduled for Thursday, June 3rd, 2021 at 9:00 am via Zoom meeting room software.

Milwaukee County Federated Library System Library Directors Advisory Council Regular Monthly Meeting Held Thursday, March 4, 2021 Online Zoom Meeting

Present: Jill Lininger, Chair, Oak Creek 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

Shirley Langebartels, Interim Director, South Milwaukee Public Library

Pat Laughlin, Hales Corners Public Library Jennifer Loeffel, Franklin Public Library Peter Loeffel, Wauwatosa Public Library Tristan Marshall, South Milwaukee Sheila O'Brien, Greenfield Public Library Judy Pinger, Milwaukee Public Library

Alyssa Pisarski, Interim Director, North Shore Library

Anne Rasmussen, Milwaukee Public Library Nyama Reed, Whitefish Bay Public Library Rebecca Roepke, Cudahy Family Library Brian VanKlooster, Greendale Public Library

MCFLS Staff: Steve Heser, Director

Judy Kaniasty, Business Manager

<u>Call to Order</u>. Chair Lininger called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees' Library Directors Advisory Council to order at 9:02 a.m.

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

Annual Report Update/Steve Heser

Sheila O'Brien moved and Pete Loeffel seconded a motion to approve the agenda as modified with the suggested topic added. Unanimously approved.

<u>Welcome of Tristan Marshall</u>. Since Tristan Marshall is new to the group, those present introduced themselves to her.

Approval of Minutes for the February 4, 2021 LDAC Meeting. Chair Lininger referred to the minutes of the February 4, 2021 meeting which is shown as Attachment A of the agenda packet. Hearing no corrections to the minutes, Rachel Collins moved and Shirley Langebartels seconded a motion to approve the minutes as presented. Unanimously approved.

<u>Discussion: Sharing Current COVID-19 Response.</u>

a. <u>Current updates from your library</u>. Chair Lininger reminded libraries to update your status on the online document as changes occur. These announcements were made by member libraries:

- Hales Corners has been receiving requests from the public by tutors for tables and chairs and is noticing that patrons from other communities are coming there.
- Franklin noted that they will be allowing tutoring beginning next week.
- Greendale noted that there are no restrictions there regarding tutoring.
- Brown Deer noted that their drive-through window will be open tomorrow and anticipates the entire building opening later in March to their pre-pandemic hours.

b. DPI Updates.

i. <u>Grow with Google Marketing Grant (will integrate with LAWDS)</u>. Steve Heser reported that more information will be shared on this when more information is available but just wanted to make the LDAC aware that the Statewide Grow with Google marketing project will be expanding to integrate with a Statewide Job Centers to service the public better.

ii. PLSR

1. Southeast Wisconsin Delivery Discussion. Steve Heser reported that the library systems in the southeast area have been talking since they all currently have delivery contracts with Action Logistics and it is believed that time and money could be saved as well as eliminating duplication of efforts if the academic libraries which are low volume stops, would be rolled together into one contract. It is proposed to eliminate the hauling of materials to Madison to be sorted and sent back to the area. Milwaukee Central Library is the proposed hub but that would need to be further discussed, of course. Action Logistics will be brought into discussions soon. Under the proposed plan, WPLC would become the governing body and hire a Coordinator and a Delivery Committee of which would be represented by the current individual contract holders. Pat Laughlin inquired whether there would be any special libraries also included and Steve noted he would inquire and report back. Judy Pinger inquired whether there was any timeline on this project and Steve Heser noted that current contracts are in place so that would need to be aligned. Tristan Marshall asked whether returns for other Systems would be received at member libraries and Steve Heser responded that he was unsure but that could occur if resource sharing were to move forward in the future. Steve Heser did note that he is interested in seeing the current INFOPASS program utilized more and this change could impact that positively.

[Anne Rasmussen arrived at 9:18 a.m.]

2. Online Certification and Google Authentication. Steve Heser asked whether member libraries have a Google Account that directors can use for authentication since that is the method being considered for logging into a portal which will be used for online librarian recertification purposes in the near future. Steve Heser stated he would send out an email to library directors with detailed information which they can reply to.

Discussion: Options for Using County Funding Toward Specific Collections Within OverDrive Advantage. Steve Heser referred to Attachment B of the agenda packet and asked the question whether consideration should be given to spending a portion of the \$50,000 County funding allocated for expanding access to electronic resources to Milwaukee County residents on specific subject collections? Discussion ensued and a motion was made by Amy Krahn and seconded by Rachel Collins to recommend

Option 2 with a request for one order of career resources if possible based on what is available. Unanimously approved.

<u>Welcome of Anne Rasmussen</u>. Since Anne Rasmussen is new to the group, those present introduced themselves to her.

Draft of MCFLS Marketing Plan. Steve Heser reviewed the draft MCFLS Marketing Plan which is shown as Attachment C of the agenda packet and welcomed feedback noting that the Marketing & Advocacy Committee along with the consultants were very helpful in directing STIR on the document creation. The plan is very thorough and the key components during development where who would be the audience pre and post-pandemic and what tools to be targeted for marketing. Since all Milwaukee County residents are to be served there needed to be a focus determined for this initial campaign which is how marketing firms work. The audiences selected were: job seekers, parents of students and students themselves along with lifelong learners. The online resources selected were ones that every member library has access to: Gale Courses, Transparent Languages and Learning Express Library. Anne Rasmussen questioned whether the under 5-year-old literacy skills was considered as an audience and Brian VanKlooster responded that the under 5 year old patron does not line up well with the online environment well so it was not considered at this time. Rachel Collins expressed her gratitude for all the work by all those involved in this process and she is excited that marketing is coming to fruition; she likes everything about the plan. It was mentioned that perhaps in addition to the Mayor of Milwaukee that the County Executive and ICC be included as partners to receive a presentation to.

LDAC Meetings.

- a. <u>Virtual or Hybrid Meetings Moving Forward</u>. Steve Heser reminded the LDAC that the current plan is for the LDAC to meet virtually through June and then talk about what to do next. After discussion, Rachel Collins moved and Amy Krahn seconded a motion beginning in July to allow both virtual and in-person options. Oak Creek and Brown Deer agreed to attempt to host inperson meetings for the remainder of 2021. Unanimously approved.
- b. <u>Considering Moving Meeting Dates/Times</u>? Jill Lininger noted that she personally has a conflict with the LDAC meeting date/time and she would like to poll the members to see whether another date/time could work for the group. After discussion it was decided to focus on the first week of the month and Steve Heser agreed to send out a poll via email to see if another date/time could be found that could work for the group.

TECHNOLOGY

MCFLS ILS Review Task Force Update. In Jen Schmidt's absence, Steve Heser reported that a real great group of interested staff have volunteered to serve on the task force and an email group has been set up for communication purposes. The next steps are for Jen Schmidt to develop a timeline and setting a meeting schedule.

Possible COVID-19 Erate Legislation to Allow Libraries to Provide Off-Site Internet Connectivity. Steve Heser reviewed Attachment D of the agenda packet which indicates that additional e-rate funding has been included in the COVID relief bill currently before Congress which libraries and he is sharing this information for informational purposes. Libraries may be able to apply for and could be used for providing internet access outside of library buildings—funds are available for internet service and equipment; filtering is required to be eligible for the funds.

INFORMATIONAL REPORTS

<u>Update on Network Administrator/PC Support Specialist Search</u>. Steve Heser reported that the MCFLS Interview Team has held four interviews already and three more are scheduled with a fine group of candidates. It is Steve's hope to make a job offer early next week.

ADDITIONAL BUSINESS

<u>Annual Report Update</u>. Steve Heser reported that all fifteen member libraries submitted their annual report by the March 1st deadline. The winner of the Early Bird Award is Amy Krahn at St. Francis; Nyama Reed at Whitefish Bay was the winner last year. Steve Heser noted that next year's instructions will include a reference to Trust Fund Reports—beginning, activity and end of year information.

MEMBER LIBRARY UPDATES

<u>Oak Creek</u> – Jill Lininger reported that they are working with the Sikh Temple of Wisconsin to create a collection on Sikhism—starting with titles that introduce non-Sikhs to the religion and then possibly growing the collection to include books in English and Punjabi. Oak Creek also added circulating hot spots to their collection recently.

<u>Milwaukee</u> – Judy Pinger reported that Tony Frausto, most recently in charge of the Mitchell Street Library, is the new Central Circulation Reference Staff Coordinator and there is a new Network Administrator due to a retirement.

<u>Greenfield</u> – Sheila O'Brien reported that she is working with AARP to provide contactless tax assistance this year.

<u>Shorewood</u> – Rachel Collins reported that she is working with AARP to provide contactless tax assistance this year and has added circulating hot spots to their collection recently.

<u>Wauwatosa</u> – Pete Loeffel reported that the are updating restrooms, adding a lactation room, adding solar panels to the roof and painting many of their meeting rooms.

<u>St. Francis</u> – Amy Krahn reported that a homebound delivery service will begin in April. All of the staff have been fully vaccinated.

<u>Hales Corners</u> – Pat Laughlin reported that the in-person book discussion group will begin again at the Forest Ridge Senior Community.

South Milwaukee – Tristan Marshall will begin as Director officially on March 8.

<u>Brown Deer</u> – It was reported that the Brown Deer drive through at their new location will open March 5 and the rest of the building will open to the public later in the month, once they receive the self-checkout machines and security gate.

Franklin – Jennifer Loeffel reported that many of her staff have been vaccinated.

SUB-COMMITTEE AGENDAS AND MINUTES

Links to the Circulation Services, Youth Services, Young Adult Services and Adult & Reference Services Committee agendas and minutes were provided for informational purposes.

NEXT MEETING. Scheduled for Thursday, April 15, 2021 at 9:00 a.m. via Zoom meeting room software.

ADJOURNMENT. With no further business to be addressed, Amy Krahn moved and Judy Pinger seconded the motion to adjourn the meeting at 10:50 a.m. Unanimously approved.

Proposal to Adjust Metrics Used to Determine Member Costs for ILS, OCLC and Cataloging Costs for 2022

The pandemic has caused some fluctuation in the metrics we typically use to determine member costs related to ILS, OCLC and cataloging costs for member libraries. These numbers don't usually change much from year to year, but 2020 was the exception. The metrics affected are:

- <u>Percentage of 2020 Resident circulation</u>. Used to determine a library's share of ILS costs for 2022. Resident circulation for 2020 went down sharply and impacted communities differently.
 For example, MPL's resident circulation went down 10% compared to the previous year whereas other libraries share went up or stayed the same (see attached document).
- <u>Percentage of 2020 Titles added</u>. Used to determine a library's share of OCLC and cataloging costs for 2022. The number of titles added went down 20% from the previous year. As with resident circulation, we're seeing a lot of fluctuation we don't usually see (see attached document).

In the interest of fairness and to limit the volatility and impact on member libraries, we are proposing four options to determine 2022 member costs in these areas.

1. Use the 2020 Numbers As Presented

This option would impact budgets for many members at a time when libraries will be under pressure from municipalities to find ways to save money. While some members may see costs go down or stay the same, most will see their costs go up.

2. Use the 2019 Numbers in Place of the 2020 Numbers

This option would be easiest to accomplish and would result in very little change from 2021 as far as ILS, OCLC and Cataloging costs are concerned. Although ILS and cataloging costs have yet to be determined, the percentage of costs would remain the same and introduce one less variable in determining member expenses.

3. Use an Average from 2017-2019 in Place of the 2020 Numbers

This option would introduce some stability (along with option 2) in determining member costs. Like option 2 member costs would not change as much, but they would still be different from 2019 numbers.

4. Use some combination of options above

We could use one option to determine ILS costs and another for OCLC and cataloging costs. In the interest of clarity it would probably be best to keep whatever option we decide to use as consistent as possible.

2022 Proposed III Costs Distribution

Using 2021 III Costs as Placeholder

Library	2019 Circulation By Residence	2017-19 Avg Circulation by Residence	Percent of total (2019 numbers)	Percent of total (2017-19 average)	1% of Basic Software	Basic software by circulation % (2019 Numbers)	Basic software by circulatio % (2017-1 Average)	1 (2019	Basic Total (2017-19 Average)	Add-on Total	III Total (2019 Numbers)	III Total (2017-19 Average)
Brown Deer	103,938	89,389	1.8%	1.4%	\$ 1,812	\$ 2,698	\$ 2,22	7 \$ 4,510	\$ 4,038	\$ 710	\$ 5,220	\$ 4,748
Cudahy	163,616	173,002	2.8%	2.8%	\$ 1,812	\$ 4,248	\$ 4,30	9 \$ 6,060	\$ 6,121	\$ 1,790	\$ 7,850	\$ 7,911
Franklin	343,905	354,753	5.8%	5.7%	\$ 1,812	\$ 8,929	\$ 8,83	5 \$ 10,740	\$ 10,648	\$ 1,087	\$ 11,827	\$ 11,735
Greendale	170,826	168,951	2.9%	2.7%	\$ 1,812	\$ 4,435	\$ 4,20	3 \$ 6,247	\$ 6,020	\$ 2,337	\$ 8,584	\$ 8,357
Greenfield	216,496	224,136	3.6%	3.6%	\$ 1,812	\$ 5,621	\$ 5,58	3 \$ 7,433	\$ 7,395	\$ 4,750	\$ 12,183	\$ 12,145
Hales Corners	66,635	67,673	1.1%	1.1%	\$ 1,812	\$ 1,730	\$ 1,68	5 \$ 3,542	\$ 3,497	\$ 710	\$ 4,252	\$ 4,207
Milwaukee	2,791,894	2,981,243	47.1%	48.2%	\$ 1,812	\$ 72,484	\$ 74,25	3 \$ 74,296	\$ 76,070	\$ 19,800	\$ 94,096	\$ 95,870
North Shore	258,696	269,130	4.4%	4.4%	\$ 1,812	\$ 6,716	\$ 6,70	4 \$ 8,528	\$ 8,515	\$ 1,016	\$ 9,544	\$ 9,531
Oak Creek	241,247	245,725	4.1%	4.0%	\$ 1,812	\$ 6,263	\$ 6,12	1 \$ 8,075	\$ 7,932	\$ 2,809	\$ 10,884	\$ 10,741
St. Francis	91,850	95,457	1.5%	1.5%	\$ 1,812	\$ 2,385	\$ 2,37	3 \$ 4,197	\$ 4,190	\$ 691	\$ 4,888	\$ 4,881
Shorewood	205,549	215,603	3.5%	3.5%	\$ 1,812	\$ 5,337	\$ 5,37	7,148	\$ 7,182	\$ 1,760	\$ 8,908	\$ 8,942
South Milw	161,988	173,049	2.7%	2.8%	\$ 1,812	\$ 4,206	\$ 4,31	0 \$ 6,017	\$ 6,122	\$ 1,018	\$ 7,035	\$ 7,140
Wauwatosa	550,746	527,619	9.3%	8.5%	\$ 1,812	\$ 14,299	\$ 13,14	2 \$ 16,111	\$ 14,954	\$ 3,976	\$ 20,087	\$ 18,930
West Allis	343,722	364,641	5.8%	5.9%	\$ 1,812	\$ 8,924	\$ 9,08	3 \$ 10,736	\$ 10,894	\$ 4,097	\$ 14,833	\$ 14,991
Whitefish Bay	220,928	232,698	3.7%	3.8%	\$ 1,812	\$ 5,736	\$ 5,79	5 \$ 7,548	\$ 7,608	\$ 1,010	\$ 8,558	\$ 8,618
TOTALS	5,932,036	6,183,068	100.00%	100.00%	\$ 27,178	\$ 154,010	\$ 154,01	181,188	\$181,188	\$ 47,561	\$228,749	\$228,749

	2017 CIRC	2018 CIRC	2019 CIRC	AVG	_2020 CIRC	
Brown Deer	78,035	86,194	103,938	89,389	53,876	1.6%
Cudahy	182,293	173,098	163,616	173,002	102,089	3.1%
Franklin	362,410	357,944	343,905	354,753	218,188	6.7%
Greendale	171,356	164,671	170,826	168,951	115,327	3.5%
Greenfield	229,176	226,736	216,496	224,136	139,195	4.3%
Hales Corners	67,069	69,314	66,635	67,673	45,408	1.4%
Milwaukee	3,175,251	2,976,584	2,791,894	2,981,243	1,271,028	38.8%
North Shore	274,489	274,205	258,696	269,130	166,889	5.1%
Oak Creek	249,033	246,894	241,247	245,725	137,035	4.2%
St. Francis	99,766	94,755	91,850	95,457	56,312	1.7%
Shorewood	226,342	214,918	205,549	215,603	145,803	4.5%
South Milw	183,879	173,280	161,988	173,049	90,193	2.8%
Wauwatosa	513,545	518,566	550,746	527,619	381,285	11.6%
West Allis	385,711	364,490	343,722	364,641	208,411	6.4%
Whitefish Bay	243,049	234,116	220,928	232,698	142,840	4.4%
TOTAL	6,441,404	6,175,765	5,932,036	6,183,068	3,273,879	

		Titles Added Calculations	,			
		2020 Total Titles Added 96 (106			
		2020 Total Titles Added = 86,7	100			
Code	Municipality	Municipality Titles Added	Percentage Added	2019	2019%	"+/-"
	1 City of Milwaukee	16734	19.4%	27765	25.8%	-6.4%
	6 Brown Deer	2511	2.9%	3482	3.2%	-0.3%
	8 North Shore	3324	3.9%	4041	3.8%	+0.1%
	10 Franklin	6340		7811	7.3%	+0.1%
	12 South Milwaukee	4279	5.0%	4716	4.4%	+0.6%
	14 Greenfield	4362	5.1%	5355	5.0%	+0.1%
	16 Greendale	3607	4.2%	4078	3.8%	+0.4%
	24 Oak Creek	4867	5.6%	5334	5.0%	+0.7%
	34 Wauwatosa	11120	12.9%	12479	11.6%	+1.3%
	36 West Allis	10073	11.7%	11754	10.9%	+0.8%
	40 St Francis	3378	3.9%	3934	3.7%	+0.3%
	83 Cudahy	5053	5.9%	5174	4.8%	+1.1%
	89 Shorewood	4433	5.1%	5044	4.7%	+0.5%
	93 Whitefish Bay	2777	3.2%	3388	3.1%	+0.1%
	96 Hales Corners	3328	3.9%	3315	3.1%	+0.8%
	TOTAL	86186	100.0%	107670	100.0%	-20.0%
Code	Municipality			AVG 2017-19	%	"+/-"
	1 City of Milwaukee			28199	26.1%	-0.3%
	6 Brown Deer			3542	3.3%	-0.0%
	8 North Shore			3758	3.5%	+0.3%
	10 Franklin			7718	7.1%	+0.1%
	12 South Milwaukee			4376	4.0%	+0.3%
	14 Greenfield			5520	5.1%	-0.1%
	16 Greendale			4055	3.8%	+0.0%
	24 Oak Creek			5063	4.7%	+0.3%
	34 Wauwatosa			12083	11.2%	+0.4%
	36 West Allis			12223	11.3%	-0.4%
	40 St Francis			3954	3.7%	-0.0%
	83 Cudahy			5101	4.7%	+0.1%
	89 Shorewood			5283	4.9%	-0.2%
	93 Whitefish Bay			3707	3.4%	-0.3%
	96 Hales Corners			3505	3.2%	-0.2%
	TOTAL			108086	100.0%	

Milwaukee County Federated Library System Position Description

Title: Public Information Coordinator Term: Regular, 25 hours per week Reports To: System Director

General Description

In a team environment, the Public Information Coordinator is responsible for system communications, marketing and awareness activities which promote library use in Milwaukee County. Responsibilities include coordinating system wide communication; marketing; and public relation activities including creating, designing and editing print and electronic materials, graphic design including design and maintenance of the MCFLS website. Consulting with member libraries on their websites, social media, local awareness/advocacy, communication, marketing and related topics. The Public Information Coordinator functions under the supervision of the System Director and works closely with the Marketing and Advocacy committee to accomplish activities set forth in the system's marketing plan.

Responsibilities and Tasks

- 1. Maintains and updates MCFLS website and social media presence.
- 2. Coordinates creation and distribution of the system's quarterly email newsletter.
- 3. Serves as designer, editor and coordinator of MCFLS print and electronic publications.
- 4. Provides consulting on marketing, public relations, social media and advocacy to member libraries.
- 5. Creates and maintains a marketing toolkit for member libraries to use in developing their own marketing plan.
- 6. Writes and edits text for news releases, public service announcements, and other related materials.
- 7. Develops and produces print and electronic promotional materials for member libraries. Production of the materials on a cost recovery basis.
- 8. Works with the Library Systems Administrator for the design and production of CountyCat promotional and training materials.
- 9. Coordinates contacts for library advocacy.
- 10. Works with MCFLS Director to update and maintain the system marketing plan and communicate to member libraries annually on marketing efforts.
- 11. Participates in state collaborative activities as appropriate.
- 12. Drafts and monitors budget and plan to support the above activities.
- 13. Maintains knowledge and professional skills around new communications technologies.
- 14. Other duties as assigned or required.

Minimal Qualifications

- Associate degree with 2 or more years' experience in one or more areas: creating print and electronic publications, social media and web site design.
- Proficient knowledge of Microsoft Office as well as knowledge of Adobe InDesign, Illustrator and Photoshop (or similar design software).

- Knowledge of marketing skills and techniques.
- Excellent interpersonal skills including the ability to communicate effectively both orally and in writing.
- Strong customer service orientation and skills.
- Ability to organize and process details accurately.
- Ability to work independently, organize and prioritize work, respond to varied/changing work demands, and make decisions as required.

Preferred Qualifications

- Bachelor's degree with a degree in Communication, Marketing, Graphic Design or related field
- Knowledge of Library Service and/or experience working in a library setting. Creativity in identifying library services needing promotion and in deciding on strategies to use.
- Experience with WordPress, HTML and CSS.
- Familiarity with Constant Contact or similar email communication services.
- Experience with data visualization methods and techniques.

Results of LDAC Meeting Date Poll

Please indicate what days and times you would be available to meet. We are currently only considering the FIRST WEEK of the month. Thank you!



