

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, September 2nd, 2021 10:00 AM – 12:00 PM

This meeting will be held:

In- Person at
Oak Creek Public Library
8040 S. 6th Street
Oak Creek, WI 53154

Online at
Meeting URL: CLICK HERE
Meeting ID: 884 3679 2092
Passcode: nv@fFUF3

Agenda

The LDAC reserves the right to take action on any of the items listed below.

- 1. Call to order
- 2. Introduction of new Public Information Coordinator, Deb Marett
- 3. Additional agenda items/adoption of agenda
- 4. Approval of minutes for the August 5th, 2021 LDAC meeting

Action Attachment A

5. 2021/2022 Circulation Services Committee schedule

Distributed at Meeting

6. 2021/2022 MKE Mixers schedule

Distributed at Meeting

7. 2021/2022 Youth Services Committee schedule

Attachment B

8. MCFLS YS Liaison and plans for 2021/22

Topics Requiring Action or Discussion

- 9. Member library updates related to COVID-19
 - a. Please update MCFLS Member Libraries Current Status Document
- 10. 2022 Budget and Funding Options
 - a. State system staffing data
 - b. Gale Courses/Udemy review
 - c. Discussion regarding proposed use of system funding

Attachment C

Technology.

- 11. ILS Review Update
- 12. WPLC Update
 - a. Changes to Steering Committee seats

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, October 7th, 2021 at 10 am via Zoom and in-person at the Brown Deer Public Library.

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, August 5, 2021
Greendale Public Library
5647 Broad Street
Greendale, WI 53129
And Zoom Meeting Software

Present: Tristan Marshall, Substitute Chair, South Milwaukee Public Library

Dana Anderson-Kopczyk, Brown Deer Public Library

Annie Bahringer, North Shore Library
Rachel Collins, Shorewood Public Library
Mike Koszalka, West Allis Public Library
Amy Krahn, St. Francis Public Library
Pat Laughlin, Hales Corners Public Library
Pete Loeffel, Wauwatosa Public Library
Sheila O'Brien, Greenfield Public Library
Judy Pinger, Milwaukee Public Library
Anne Rasmussen, Milwaukee Public Library
Nyama Reed, Whitefish Bay Public Library
Rebecca Roepke, Cudahy Family Library
Brian Van Klooster, Greendale Public Library

Excused: Jill Lininger, Chair, Oak Creek Public Library

Absent: Jennifer Loeffel, Franklin Public Library

MCFLS Staff: Steve Heser, Director

Judy Kaniasty, Business Manager

Jen Schmidt, Library Systems Administrator

Others: Tony Frausto, Milwaukee Public Library

Matthew Murphy, Milwaukee Public Library

<u>Call to Order</u>. Chair Marshall called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees' Library Directors Advisory Council to order a 10:03 a.m.

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

- DWD Job Drop-in Sessions/Steve Heser
- Reporting Phishing Emails/Steve Heser
- Microfilm/fiche Services/Sheila O'Brien

Sheila O'Brien moved and Rachel Collins seconded a motion to modify the agenda as modified with the suggested topics added. Unanimously approved.

Approval of Minutes for the June 3, 2021 LDAC Meeting. Chair Marshall referred to the minutes of the June 3, 2021 meeting which are shown as Attachment A of the agenda packet. Hearing no corrections to the minutes, Judy Pinger moved and Amy Krahn seconded a motion to approve the minutes as presented. Unanimously approved.

TOPICS REQUIRING ACTION OR DISCUSSION

Member Library Updates Related to COVID-19.

<u>Masking Within Libraries</u>. While libraries were slowly relaxing and welcoming more patrons into buildings, some have already began requiring masks by patrons and others will be following suit shortly based on increased infections in communities

Due to a few new faces at this meeting, attendees introduced themselves for informational purposes. Matthew Murphy is replacing Cathy Markwiese at Central and Judy Pinger is retiring August 20th. Tony Frausto is now the Librarian-in-Charge of Circulation Services at Central Library. This will be Ann Rasmussen's last LDAC meeting as a MPL representative.

2022 Member Costs/Funding.

Results of System Funding Survey. Steve Heser reported that the results of the System Funding Survey is shown as Attachment B of the agenda packet and it was prompted by the fact that MCFLS will be receiving additional funding of 445,775 in 2022 and \$713,222 in 2023 above 2021 revenues; current contracts which stipulate they will pay out based on State Aid funding will be increased: Cataloging Contract, Reciprocal Borrowing and the Resource Agreement. The Cataloging Contract costs are down for members since the MCFLS portion of the costs have increased.

Director Heser noted that there is a real need to consider changing to a different mobile app for patrons since Communico hasn't updated their software since it was purchased as promised.

Steve Heser reported that he plans on sharing recommendations with the MCFLS Board in September. Nyama Reed requested an opportunity for discussion regarding the feedback received on the survey. Steve Heser noted he had received information from other Systems regarding their staff size and that can be part of the discussion. Sheila O'Brien asked if the LDAC could see who made the comments and Steve indicated he would share that information.

[Rebecca Roepke joined the meeting at 10:24 a.m.]

<u>2022 MCFLS Member Costs</u>. Steve Heser referred to the projected 2022 member costs, which is shown as part of Attachment B of the agenda packet and commented that perhaps an item for consideration to be paid with System funds could be Ancestry so all could have that database for their residents—the topic of additional system services will be discussed next month and Steve will obtain a quote to be considered if all member libraries participate.

Interest in Continuing Brainfuse or Possible Subscription to Gale Udemy. Discussion ensued regarding continuing Brainfuse or not and while usage was low, it was decided on a motion made by Sheila O'Brien and seconded by Rachel Collins to continue for another year with an emphasis on marketing to increase usage—whether MCFLS pays for this will be discussed next month.

Steve Heser referred to the information contained in Attachment B of the agenda packet relating to Udemy which is video based education in contrast to Gale Courses, which is their traditional classroom instruction offering. The additional cost for the Udemy product would be \$28,000. Nyama Reed noted that Lynda is also a video based education option and could be cheaper. Steve noted he would set up a demo of Udemy for educational purposes.

TECHNOLOGY

MARC Records for Unique Advantage Titles. Steve Heser reported that MCFLS plans to pay the \$1.50 cost for each MARC record necessary for unique titles purchased with the Milwaukee County \$50,000 contribution and the \$390,000 Milwaukee Public Library contribution so the catalog remains in the best shape possible—the free records provided require more cataloging work and he feels the cost is worth the outcome. The projected cost could be around \$3,000.

MCFLS Helpdesk Support.

New Ticketing System. Steve Heser reported that in an effort to improve communications with member library staff communicating with MCFLS staff that a new ticketing system has been implemented and he welcomes feedback from the LDAC. MCFLS staff use Microsoft teams, Sharepoint and OneDrive for internal sharing and recommends those platforms to member libraries.

<u>Technical Assistance and Billing for Member Libraries</u>. Steve Heser referred to Attachment C of the agenda packet as a reminder to what has been the practice for informational purposes and asked if there was any feedback or discussion on the topic before he shares it with the MCFLS Board at their meeting on the 16th. Pat Laughlin suggested adding the comment that the arrangement with member libraries is on a cost-recovery basis and not revenue generating in nature. That language will be added and the document will be sent to the LDAC.

Sierra Settings

Reinstatement of 7 Day Overdue Notices. Jen Schmidt reported that MCFLS will resume sending 7-day overdue notices which was suspended when materials were in quarantine which has discontinued now at all member libraries.

Settings for Max Checkout of DVDs and CDs at 30 Items. Jen Schmidt questioned whether the member libraries wanted to go back to 20 maximum checkouts now that more libraries are opening up to the public and reverse the decision to increase the number of DVDs and CDs a patron can have checked out at one time. Discussion ensued regarding pros and cons and it was decided that more information will be gathered and shared with the LDSC in regards to number of patrons at the max and what fines money would be affected; the topic will be revisited at a future meeting.

INFORMATIONAL REPORTS

<u>New MCFLS Public Information Coordinator</u>. Steve Heser reported that Deb Marett has been hired and her start date is August 30th. Deb comes with lots of marketing experience and teaches marketing at Gateway Technical College. Steve's plan is to have Deb and Steve go out to member libraries after an initiation period at the MCFLS offices. Deb will work Monday-Friday 8am-1pm; she will work primarily remotely from home.

<u>SEWI Continuing Education Annual Meeting Report</u>. Steve Heser reviewed Attachment D of the agenda packet which summarizes the traditional annual meeting; MCFLS pays Bridges to coordinate continuing education for MCFLS under contract and these meetings are important for all parties to discuss and

learn about recent and upcoming continuing education matters. Brian Van Klooster commented that libraries take these continuing education offerings for granted but they are so much appreciated. Steve Heser commented that the money spent on this contract is money well spent; a PLSR online portal will be available in the future for sharing activities and also for tracking librarian recertification requirements

Revision to MCFLS Telecommuting Policy. Steve Heser referred to Attachment E of the agenda packet for informational purposes. The MCFLS Board will be reviewing and taking action at their August 16 meeting. Steve wants to assure member libraries that service to member libraries always comes first and this policy will be considered on a case by case basis. Many other library systems in the State are also doing this for staff retention purposes. Staff are transferring office phones to their cell phones so calls are answered and soon an app will be used for phones too. Rachel Collins questioned whether an attorney has reviewed the policy and Steve indicated he would look into that. Sheila O'Brien reminded MCFLS to verify cybersecurity protocols and Steve noted that staff use VPN to get into their desktops and that hotspot usage is being secured.

<u>INFOPASS Update</u>. Steve Heser reported that since the WiLS electronic method of handling INFOPASS collapsed, a service area project including MPL and academic libraries is being formed and discussions will continue at an August 10 meeting with a proposal for WiLS to develop a new system at the cost of \$3,000—there is around \$17,000 on account to be used for that project. There are patrons in the county that utilize the INFOPASS program and need access to academic library materials. There will be an update provided next month on progress being made.

ADDITIONAL BUSINESS

<u>DWD Job Drop-in Sessions</u>. Steve Heser reported that he has be in communication with Department of Workforce Development staff brainstorming on what could be done at libraries and what expectations will be of both DWD and libraries; DWD staff can bring laptops into libraries for sessions if libraries are interested. Job Fairs can be scheduled if desired—really all that libraries need to do is provide space and internet access. Nyama Reed voiced that COVID does play a big part in public access restrictions but perhaps a pilot project could be implemented this fall.

Reporting Phishing Emails. Steve Heser reported that MCFLS will activate a Phishing button on email accounts for staff to click to report concerns. Anything sent over will be reviewed by MCFLS staff and INFOSEC simulation notices will be acknowledged right away so staff know that. A notification will be added to the top of all external incoming emails alerting staff to be careful. An introductory email will be sent to all participants of the INFOSEC CyberSecurity project prior to implementation of those two enhancements.

Microfilm/fiche Services. Sheila O'Brien reported that the Greenfield equipment is not working well and would be interested in knowing if any other library would be interested in sharing a service visit with them to share costs? Cudahy indicated patrons are welcome to use their new equipment; West Allis and Wauwatosa also noted that patrons are welcome to use their equipment too. It was noted that this information may be well received on the MCFLS website. Judy Pinger added that when Central opens to the public on August 16 they will have four machines available and saving to a flash drive will be an option.

MEMBER LIBRARY UPDATES

<u>Hales Corners</u> – Pat Laughlin reported that Holiday Tree has been replaced with a new one by the Lion's Club. Wednesday evening movies are back but attendance has been low.

<u>Greendale</u> – Brian Van Klooster reported that this is their last week of Summer Reading Programming and they did several programs and they were extremely popular. Indoor in-person programs are planned for this fall. Business is back to pre-pandemic normal.

<u>North Shore</u> – Annie Bahringer reported that hotspots are available for checkout and they have four Zoo passes available for checkout.

<u>Shorewood</u> – Rachel Collins reported that they are hosting an outdoor summer celebration tonight with music, the Brewer Racing Sausages, Culver sundaes (inside and masks required to get), historical trolley tours.

<u>Milwaukee</u> – Anne Rasmussen reported that residents without internet access have been utilizing their virtual court hearings program so they can attend court via Zoom—patrons are very appreciative of this service. Chrome books are available for checkout. Central will be open for patron browsing effective August 16.

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

NEXT MEETING. Scheduled for Thursday, September 2, 2021 beginning at 10:00 a.m. via Zoom and inperson at the Oak Creek Public Library, 8040 S. 6th Street, Oak Creek, WI 53154.

ADJOURNMENT. With no further business to be addressed, Brian Van Klooster moved and Rachel Collins seconded a motion to adjourn the meeting at 11:55 a.m. Unanimously approved.

The 2021 – 2022 MCFLS Youth Services Committee meetings create space for collaboration and conversation and provide opportunities for librarians and support staff to gain the knowledge, tools, and resources needed to best serve the children, families, and educators in our communities. This year, we will build on the work of last year's co-chairs by focusing on social issues relevant to our country and communities and our ongoing response to COVID.

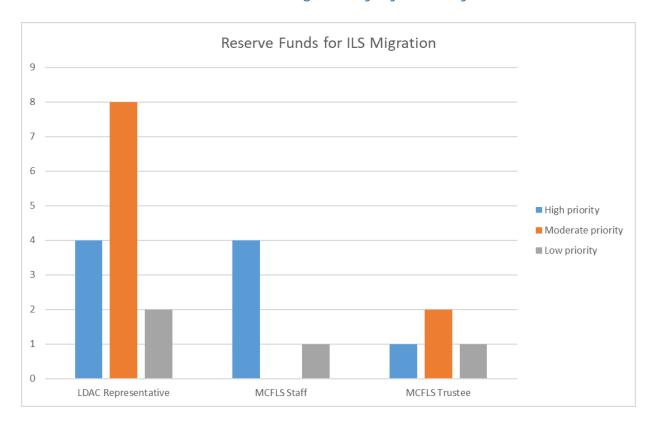
Areas of focus will include:

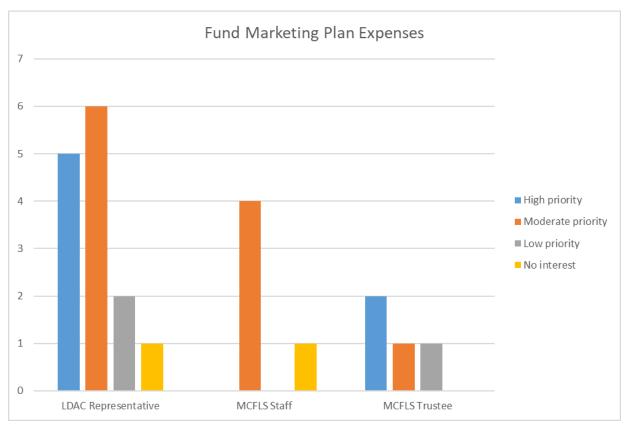
- Ongoing response to COVID, how to serve children, their families, and their educators during a pandemic
- Race, equity, and inclusion
- Supporting social and emotional learning/development in youth
- Environment/Climate Change

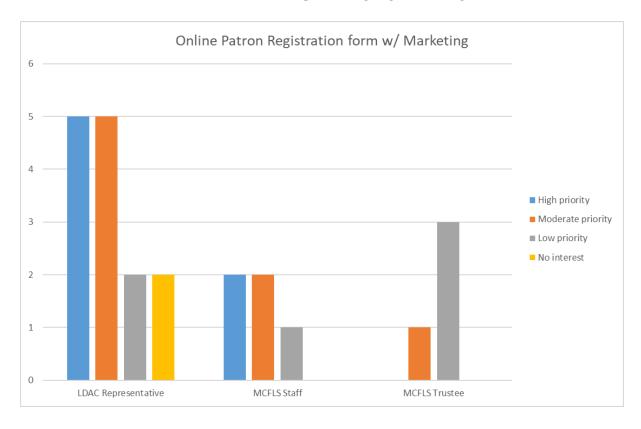
Meetings will be held virtually. Meeting invites will be sent out with Zoom links.

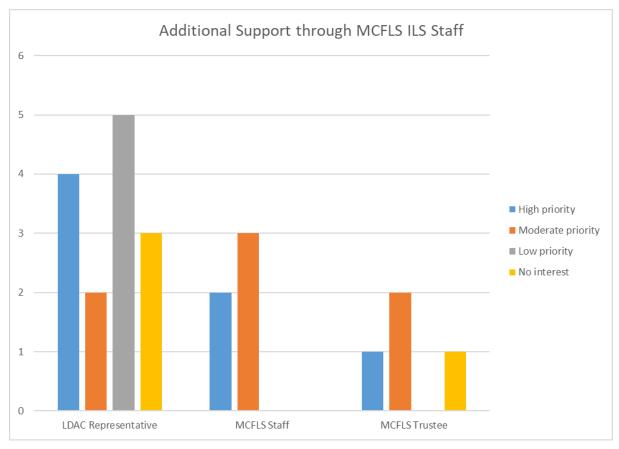
Dates	Agenda Items				
	Evaluating summer 2021				
Tuesday,					
September 14	Sharing status of services				
1:00-3:00pm	MCFLS Spotlight				
	 Milwaukee's Virtual Reading Buddies Program 				
	Professional development:				
	Beth Mittermaier, Conservation Biologist and Havenwoods State Forest Educator Incorporating conservationist themes and Wisconsin animals, plants, and ecology into story time.				
Tuesday,	MCFLS Spotlight				
November 9	• TBD				
1:00-3:00pm	• 2022 programming				
	Creating successful spaces for youth				
	 Developing relationships, setting expectations, correcting behavior, codes of conduct, security policies and procedures 				
	Professional development:				
	Kelly Martin, Youth Program Quality Trainer				
	Ask, Listen, & Encourage: Building supportive youth centered relationships				
Tuesday,	Proposed: 2022 Mock Newbery and Caldecott Awards				
January 11					
1:00-3:00pm					
Monday,	Planning SRP 2022				
February 8	Program design, Beanstack set-up				
1:00-3:00pm	• Incentives				
1	Promotional strategies				
	Guest educators and performers				
	MCFLS Spotlight				
	• TBD				
	Professional development:				
	TBD				

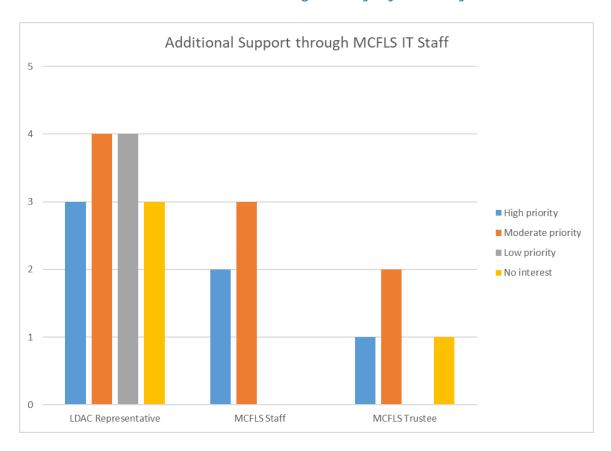
Tuesday, March 8 1:00-3:00pm	 Summer programming SRP updates MCFLS Spotlight TBD Professional development: Proposed: CCBC Book Choices
Tuesday, May 10 1:00-3:00pm	 Readers advisory strategies Green programming Election of 2022-2023 Chair and Recorder MCFLS Spotlight TBD Professional development: TBD

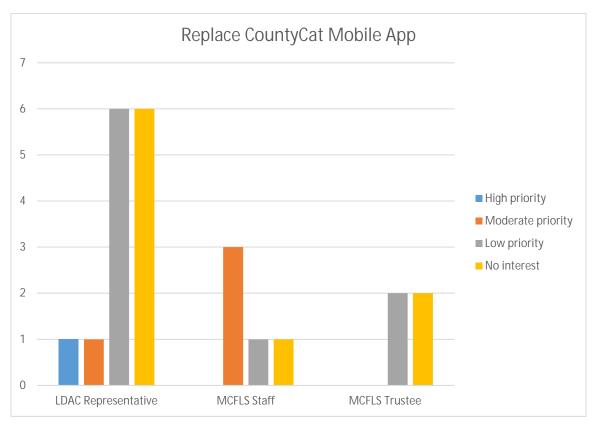


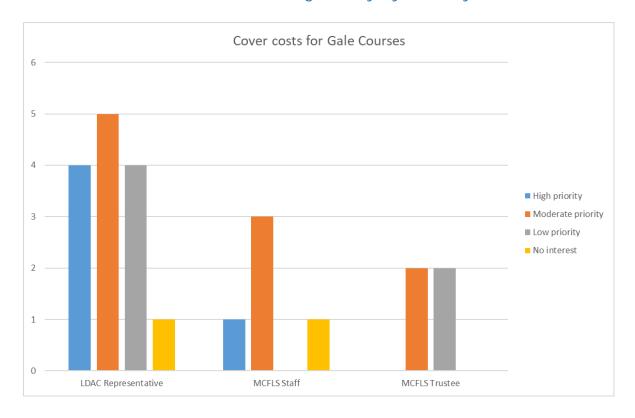


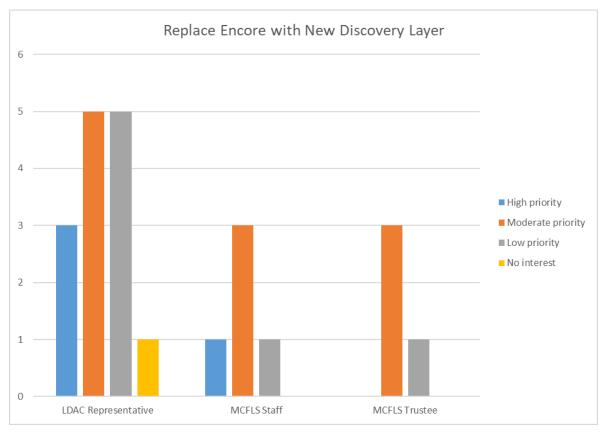


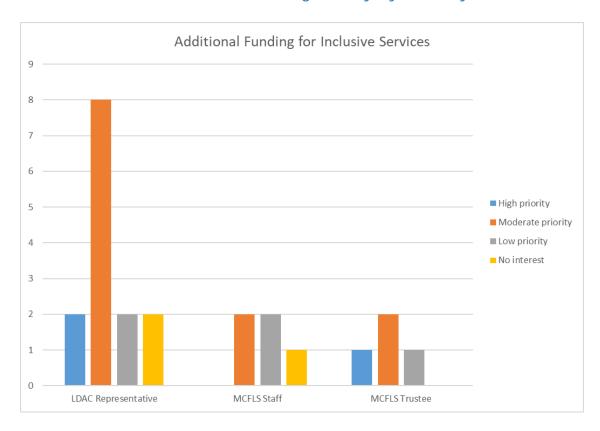


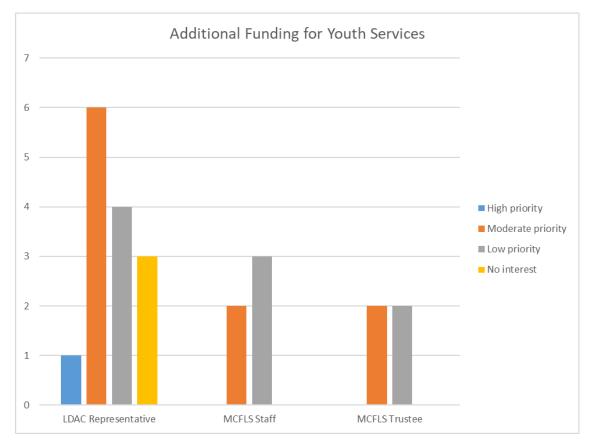


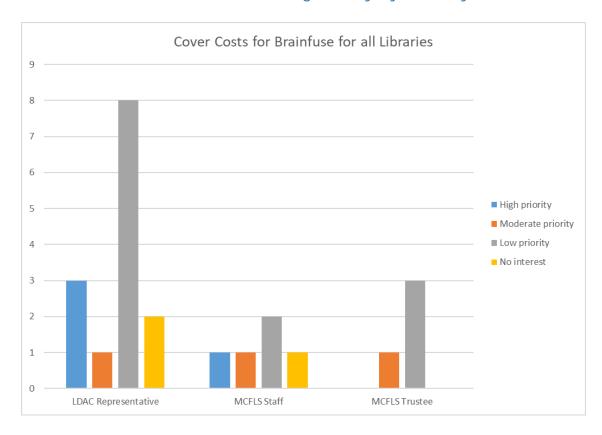


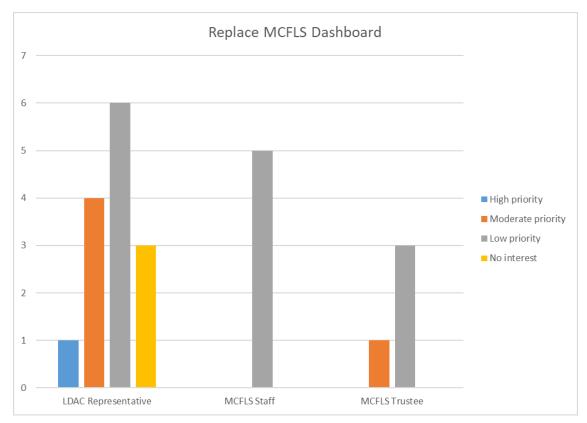


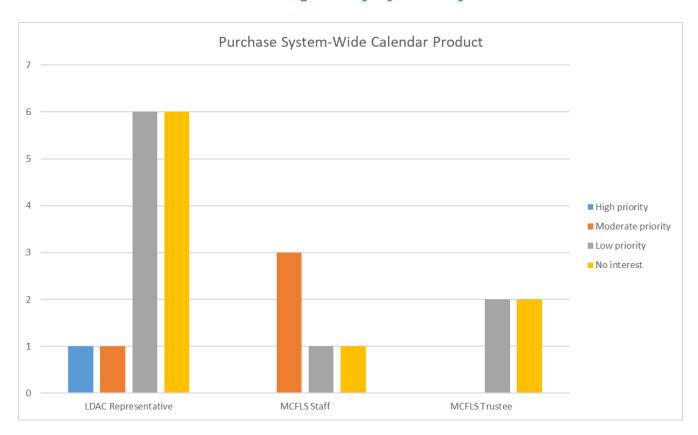












Blog Title: Gale Presents: Udemy, An Award Winner, Gets Even Better

Gale Presents: Udemy, the online learning platform that offers thousands of on-demand courses for in-demand skills across business, technology, and personal development topics, was recently named a 2021 EdTech Cool Tool Winner.

The EdTech Awards is the largest and most competitive recognition program in all of education technology. It recognizes products and people in and around education for outstanding contributions. Gale Presents: Udemy earned top honors as the best online courses/MOOCs solution. So, what sets this digital upskilling resource apart?



Speed-to-Market – Courses covering new technologies are delivered to learners quicker and more efficiently than any learning provider. Often, Udemy courses launch days or even weeks before new software releases occur. Additionally, Udemy instructors and collection curators rapidly respond to what's relevant to our times. Recent examples include updates to DEI courses and the addition of courses related to the pandemic—like wellness and remote working. mental

Learner First Solution Diversity – A diverse set of worldrenowned instructors bring a variety of instructional design styles to multi-generational learners.

Social Validation of Courses – By the time courses are added to the *Gale Presents*: *Udemy* library, they've already been socially validated through the ratings and reviews of tens of thousands of paying learners in the Udemy learning marketplace. The top three percent are selected for this collection.

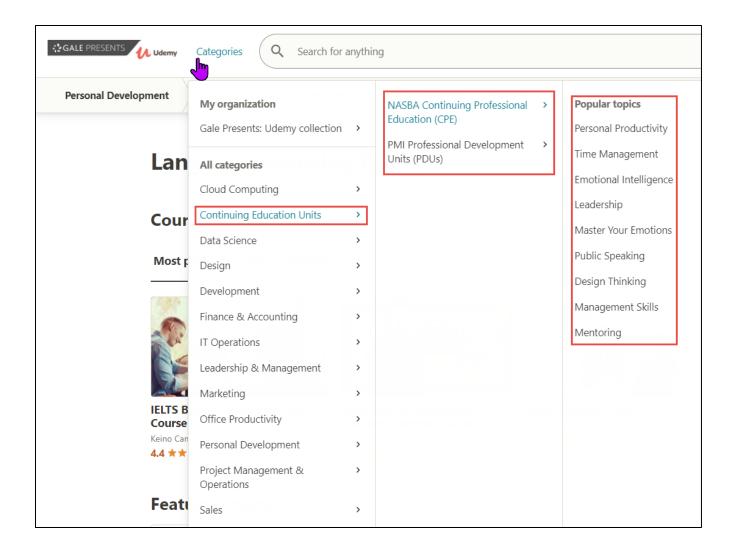
Fresher and More Relevant Content – Gale Presents: Udemy has 2X more overall hours of content than "publisher" vendors, and 82% of the courses have been refreshed since 2020.

But wait, there's more! This top upskilling resource has just gotten better. Now, in addition to the 9,000+ on-demand courses available in Gale Present: Udemy, users will also enjoy these terrific new features:

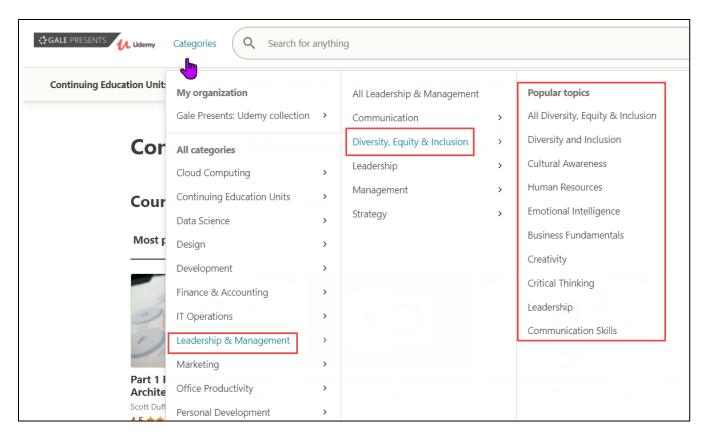
International Collection: New Languages – In addition to the 3,500 courses taught in French, German, Japanese, Portuguese, and Spanish by native speakers, courses in

Arabic, Mandarin, and Turkish have just been added! Indonesian, Korean, and Russian language courses are planned to release by the end of the year. Going beyond traditional content dubbing and video captions, learners can upskill across critical business and technical topics in their preferred language.

New Addition to Course Category – Now with its own category, over 70 Continuing Education Unit courses related to the National Association of State Boards of Accountancy (NASBA) and the Project Management Institution (PMI) can be easily located.



New DEI Subcategory – To help bring this important topic to the forefront, more than 30 courses related to diversity, equity, and inclusion are now subcategorized under Leadership and Management.

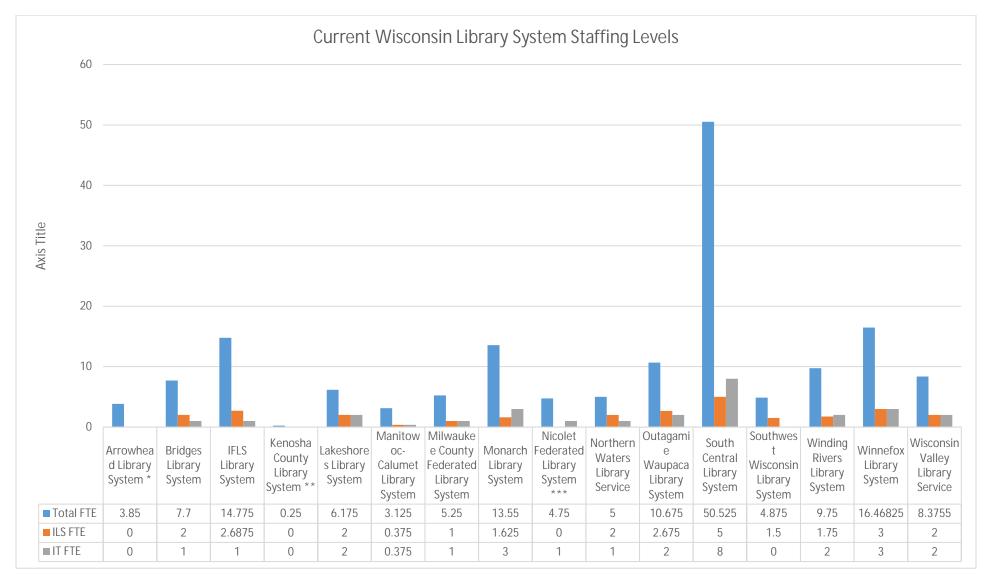


Coming in July! MARC Records - Libraries will be able to access MARC records for the 75-course subcategories.

Whether you're looking to support adults who want to upskill for a new job, advance in their current profession, or deepen a personal interest, Gale Presents: Udemy gets patrons where they want to be.

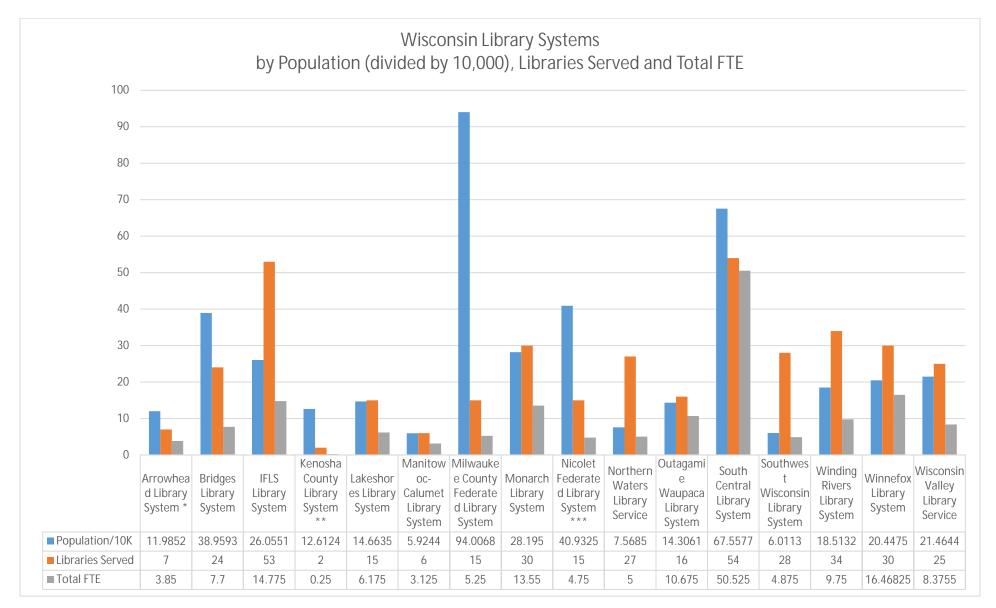
Not a current subscriber? Request a Trial.

System Staffing Data



- * Part of SHARE managed by Lakeshores
- ** Uses Kenosha Public Library staff
- *** Part of OWLSNet managed by OWLS

System Staffing Levels



- * Part of SHARE managed by Lakeshores
- ** Uses Kenosha Public Library staff
- *** Part of OWLSNet managed by OWLS

System Staffing Levels

System Name	Population	Libraries	Total FTE	ILS FTE	IT FTE	Salaries	s & Benefits
	Served	Served					
Arrowhead Library System *	119852	7	3.9	0.0	0	\$	254,514
Bridges Library System	389593	24	7.7	2.0	1	\$	734,449
IFLS Library System	260551	53	14.8	2.7	1	\$	1,087,240
Kenosha County Library System **	126124	2	0.3	0.0	0	\$	-
Lakeshores Library System	146635	15	6.2	2.0	2	\$	596,274
Manitowoc-Calumet Library System	59244	6	3.1	0.4	0.4	\$	204,982
Milwaukee County Federated Library System	940068	15	5.3	1.0	1	\$	572,939
Monarch Library System	281950	30	13.6	1.6	3	\$	762,478
Nicolet Federated Library System ***	409325	15	4.8	0.0	1	\$	377,532
Northern Waters Library Service	75685	27	5.0	2.0	1	\$	485,830
Outagamie Waupaca Library System	143061	16	10.7	2.7	2	\$	758,930
South Central Library System	675577	54	50.5	5.0	8	\$	3,891,025
Southwest Wisconsin Library System	60113	28	4.9	1.5	0	\$	204,057
Winding Rivers Library System	185132	34	9.8	1.8	2	\$	724,988
Winnefox Library System	204475	30	16.5	3.0	3	\$	1,222,059
Wisconsin Valley Library Service	214644	25	8.4	2.0	2	\$	708,552

^{*} Part of SHARE managed by Lakeshores

^{**} Uses Kenosha Public Library staff

^{***} Part of OWLSNet managed by OWLS

MCFLS Funding Option Proposals

Estimated Costs

Funding option	Moderate Priority	High Priority	Total Points	Estimated Costs
Reserve funds for ILS migration costs	10	9	28	\$42,000 per year for 2 years
Fund marketing plan expenses	11	7	25	\$45,000 for 2022 (based on marketing plan estimate)
Integrated online patron registration form with marketing	8	7	22	\$28,500 annual; \$11,500 initial setup Year one cost: \$40,000 (Patron Point)
Fund additional MCFLS staff person for ILS support	7	7	21	Full time person: approximately \$100,000/year with benefits
Fund additional MCFLS staff person for PC support	9	6	21	Part time person: approximately \$50,000/year with prorated benefits
Replace CountyCat Mobile App	11	5	21	\$28,500 annual; \$2,500 initial setup MCFLS additional cost to cover: \$14,500 year 1 \$12,000 year 2
Cover costs for Gale Courses for all member libraries	10	5	20	\$63,000: Gale Courses \$28,500: Udemy Add-on Total: \$91,500 for all members
Replace Encore with new discovery layer	11	4	19	Will vary based on product. More investigation required.
Additional funding for Inclusive Services activities	12	3	18	\$10,000/year
Additional funding for Youth Services activities	10	1	12	\$10,000/year
Cover costs for Brainfuse for all member libraries	3	4	11	\$67,690 (includes all member libraries)
Replace MCFLS Dashboard	5	1	7	N/A
Purchase a system-wide calendar product	4	1	6	N/A
Engage with a network security consultant to recommend changes to MCFLS network				\$15,000/year

MCFLS Funding Option Proposals

System Aid Increases

	2021	2022	2023
State Aid Amount	\$ 2,855,319	\$ 3,301,094	\$ 3,568,561
Aid Increase Over 2021	\$ -	\$ 445,775	\$ 713,242

MCFLS Obligations and Expenditures

	2022 Additional Costs	2023 Additional Costs
Integrated Online Patron Registration with Integrated Marketing	\$40,000	\$28,500
Replace CountyCat Mobile App	\$14,500	\$12,000
Network Security Consultant	\$15,000	\$15,000
Reciprocal Borrowing Increase over 2021		\$160,479
Reciprocal Borrowing Reserve for 2024	\$48,144	\$48,144
Resource Library Increase over 2021	\$27,861	\$44,578
MCFLS Cataloging Contribution Increase over 2021	\$40,120	\$64,192
Total	\$185,625	\$372,893

Remaining Funding 2022: \$445,775 - \$185,625 = **\$260,150**

Remaining Funding 2023: \$713,242 - \$372,893 = **\$340,350**

MCFLS Funding Option Proposals

Proposals

Proposal 1. Funding remaining options with a score of 20 or higher	2022 Costs	2023 Costs
Reserve Funds for ILS Migration Costs	\$42,000	\$42,000
Funding Marketing Plan Expenses	\$45,000	\$40,000
MCFLS Staff Person for ILS Support		\$100,000
MCFLS Staff Person for IT Support	\$50,000	\$51,250
Cover costs for Gale Courses and Udemy	\$91,500	\$91,500
Totals	\$228,500	\$324,750

Proposal 2. Focus on technology and support	2022 Costs	2023 Costs
Reserve Funds for ILS Migration Costs	\$42,000	\$42,000
MCFLS Staff Person for ILS Support		\$100,000
MCFLS Staff Person for IT Support	\$50,000	\$51,250
Cover costs for Gale Courses and Udemy for all member libraries	\$91,500	\$91,500
Cover costs for Brainfuse for all member libraries	\$67,690	\$67,690
Totals	\$251,190	\$352,440