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Notice

Milwaukee County Federated Library System Library Directors Advisory Council

Regular Meeting Thursday, December 2nd, 2021 10:00 AM – 12:00 PM

This meeting will be held:

Online at

Meeting URL: <u>CLICK HERE</u> Meeting ID: 873 2809 5093 Meeting Passcode: 8TmSrGad Telephone Passcode: 70440671

<u>Agenda</u>

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

Action

3. Approval of minutes for the November 4th, 2021 LDAC meeting

Action Attachment A

Guest Presentation

4. Courtney Harris from <u>Covering Wisconsin</u> will join us to talk about their service and how they can partner with member libraries

Attachment B

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- 5. Member library updates related to COVID-19
 - a. Please update MCFLS Member Libraries Current Status Document
- 6. MCFLS Marketing and Campaign Updates

Attachment C

7. 2022 LDAC Chair.

Action Attachment D

8. 2022 LDAC Meeting Dates.

Action Attachment E

Technology.

9. Demonstration of Aeon special collections software and how it works within CountyCat. (Matt Murphy from MPL)

Attachment F

10. Patron Point patron engagement platform

Attachment G

11. Follow up: management of Sierra notes and messages in patron records

Informational.

12. Kanopy Subscription Survey Results

Attachment H

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, January 6th at 10 am via Zoom.

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, November 4, 2021
Zoom Meeting Software

Present: Jill Lininger, Chair, Oak Creek Public Library

Dana Andersen-Kopczyk, Brown Deer Public Library

Rachel Collins, Shorewood Public Library Tony Frausto, Milwaukee Public Library Michael Koszalka, West Allis Public Library Pete Loeffel, Wauwatosa Public Library

Tristan Marshall, South Milwaukee Public Library Matthew Murphy, Milwaukee Public Library Sheila O'Brien, Greenfield Public Library Alyssa Pisarski, North Shore Library Nyama Reed, Whitefish Bay Public Library Brian Van Klooster, Greendale Public Library

Excused: Rebecca Roepke, Cudahy Family Library

MCFLS Staff: Steve Heser, Director

Judy Kaniasty, Business Manager

Deb Marett, Public Information Coordinator Jen Schmidt, Library Systems Administrator

<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 10:02 a.m.

<u>Additional Agenda Items/Adoption of Agenda</u>. Chair Lininger inquired whether there were any additions to the agenda and none were suggested. Sheila O' Brien moved and Rachel Collins seconded a motion to adopt he agenda as presented. Unanimously approved.

Approval of Minutes for the October 7, 2021 LDAC Meeting. Chair Lininger referred to the minutes of the October 7, 2021 meeting which are shown as Attachment A of the agenda packet. One correction was noted by Rachel Collins, on the front page, under Others: Lis Quintero's last name was misspelled. Nyama Reed moved and Tristan Marshall seconded a motion to approve the minutes as corrected. Unanimously approved.

TOPICS REQUIRING ACTION OR DISCUSSION

Member Library Updates Related to COVID-19.

- a. <u>Please Update MCFLS Member Library Current Status Document</u>. Jill just reiterated that updates be made as they occur for all to be informed in a timely manner.
- b. <u>Update on ARPA Grant pre-applications submitted October 25th</u>. Steve Heser reported that he had used the survey results to determine how to move forward and Attachment B of the agenda packet summarizes what was submitted by MCFLS. If these projects get pre-approved, then the

full application will be prepared and submitted. Pete Loeffel inquired as to which member libraries will be participating in the solar charging benches and Steve Heser indicated he would send out information to that effect as he didn't recall off-hand; Sheila O'Brien asked whether additional libraries would be allowed to join in later and Steve Heser felt those that indicated interest were set and he would ask DPI about the future and let the LDAC know in an email.

- i. Service desk hearing augmentation devices eligible for infrastructure non-competitive grant. Steve Heser referred to the bottom half of Attachment B of the agenda packet for a few ideas member libraries can consider if interested in this topic. Steve reminded the LDAC that any wireless hotspots, pcs and ipads will need to be filtered. Deb Marett shared that the collar microphones work very well. Nyama Reed shared her experience with the Meeting OWL and that she has learned how to manage that equipment for sharing online presentations.
- c. <u>Delay on CE grants provided by DPI</u>. Steve Heser reported that funding will be released to systems and member libraries in early 2022 and then receipts can be sent to MCFLS for reimbursement; he will confirm that receipts will be acceptable for the time period 7/1/21-6/30/22.

<u>Proposed 2022 LDAC Meeting Dates</u>. Steve Heser suggests he create a full calendar of Zoom meeting dates for next year and that the topic be revisited when the LDAC deems appropriate. Chair Lininger indicated she feels that is a smart plan. Rachel Collins moved and Tristan Marshall seconded a motion that 2022 LDAC meetings be scheduled virtually. Unanimously approved.

TECHNOLOGY

<u>ILS Review Update</u>. Jen Schmidt reported that the first vendor, CARL-X, demonstration sessions just concluded and that the task force would debrief tomorrow with a pro/con list developed. Staff from other library systems did participate and added good questions to the experience. An evaluation form will accept input through the end of the year on all of the demonstrations. Site visits will be scheduled beginning in January to see software function hands-on in a library setting. Recordings of demonstrations will be available on LibGuides for those that were unable to attend demonstrations as scheduled. Jen noted that other library systems that have moved to different vendors will be asked for input moving forward.

<u>Possible statewide Kanopy subscription through WPLC.</u> A link was provided on the meeting agenda to the notes from the WPLC Board meeting held 10/25/21. OverDrive purchased Kanopy and the pay structure will be similar to Hoopla based on per use. Steve Heser stated he would need to submit a list of current and interested libraries by December 1 to see pricing so he will send out an email asking those interested in a price quote to let him know their interest in such. Nyama Reed reported that Kanopy is very popular with patrons and that it is costly so limits will be necessary.

<u>Discussion: management of Sierra notes and messages in patron records</u>. Jen Schmidt reviewed the topic, which is summarized in Attachment C of the agenda packet. Discussion ensued and the matter was tabled to allow for more detailed language to be developed and shared which would give the LDAC time to look at notes and messages in the Notes field. The time will allow for a more informed discussion and decision at a future LDAC meeting.

INFORMATIONAL

InfoPass Update. Steve Heser reported that the next InfoPass meeting with WiLS, the major academic libraries and University School will be held tomorrow to discuss and possibly solidify a service proposal with discussion of the details shared with the LDAC at a future meeting. MCFLS will sign the agreement on behalf of the member libraries when all of the details are set. The anticipated timeline for this changed method of service to begin is April 2022. Rachel Collins thanked Steve Heser for working on this important service offering to the public; Steve added that this will be important when the regional delivery service is implemented in a couple years.

Reciprocal borrowing trends in light of COVID-19. Steve Heser referred to the historical look at reciprocal borrowing which is shown as Attachment D of the agenda packet. He noted that the increases in rate per net positive circulation, of course, is due to fewer checkouts and increased funding per the agreement and he believes the Board and LDAC should consider the concept of a 3 year rolling average of net positive transactions to keep things a bit more level for budgeting purposes for libraries. The MCFLS Strategic Plan calls for a review before the next agreement so that will be part of his 2022 goals and stressed that no changes are imminent but a review should be done sooner than later since the current agreement ends on 12/31/24.

ADDITIONAL BUSINESS - None

MEMBER LIBRARY UPDATES.

<u>Milwaukee</u> – Tony Frausto reported that effective November 15 the Children's Room will be open and unaccompanied children age 9 and up are welcome at all Milwaukee locations, the Humanities Room is open M-F 2-6pm. The Book Seller will be open soon. The Online High School has been discontinued due to lack of interest. Atkinson is temporarily closed due to staff shortages.

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

NEXT MEETING. Scheduled for Thursday, December 2, 2021 beginning at 10 a.m. via Zoom meeting software.

ADJOURNMENT. With no further business to be addressed, Nyama Reed moved and Rachel Collins seconded a motion to adjourn the meeting at 11:10 a.m. Unanimously approved.

MCFLS LDAC - December 2021 Need of 20 health insurance? MCFLS LDAC - December 2021 MCFLS LDAC - December 2021

Questions about your options? We can help.

Marketplace

Sign up
November 1st - December 15th
or, after Special Life Events



Go to healthcare.gov or call (800) 318-2596

BadgerCare Plus

Sign up any time



Go to access.wi.gov

Sign up for Marketplace within 60 days of these **Special Life Events:**

Loss of coverage

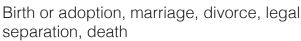
Loss of coverage from a job, COBRA, BadgerCare Plus, student health plan, or turning 26 and losing parent's insurance

Moving

If you have coverage and have made a permanent move to a new county



Changes in household size





Immigration

Got citizenship or lawful presence in the U.S.

Release from incarceration or jail



Call Covering Wisconsin at:

Milwaukee (414) 270-4677 or Madison (608) 261-1455

Other events that let you sign up for Marketplace during the year:

- Tribal Membership: Members of a federally recognized tribe may enroll at any time of the year.
- Mistake on application: The Marketplace or a professional made a mistake on your application.
- Hardship: Medical emergency, financial hardship, or victim of domestic violence during Open Enrollment.



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Health insurance?



To find free, local help:

Call 2-1-1 or go to www.WisCovered.com





Level Up Learning Campaign

Phase 1 – Set up / running early 2022

- MCTS Bus Shelters 15 4 designs
- MCTS Bus Interior Placards 250 4 designs, 1 in Spanish
- Posters for all member libraries and community public locations (waiting rooms, gyms, coffee shops, etc)
- · Social Media ads will run on FB and IG
- All will show a QR code to visit the landing page or sign up for a library card.
- Landing page (www.LevelUpLearning.info) will then direct the visitor to the various platforms (Gale Courses, Transparent Language, etc)
- Automated emails set up for Gale Courses enrollees reminding them twice to log in & finish the course.
- Took Kit built for member libraries containing logos, web banners, social posts, etc.
- Press Releases sent to county media



FREE online classes through your Milwaukee County Public Library

All you need is a library card!





Job Search Skills

Computer Skills

Hobbies / Special Interests

Tutoring and Test Prep

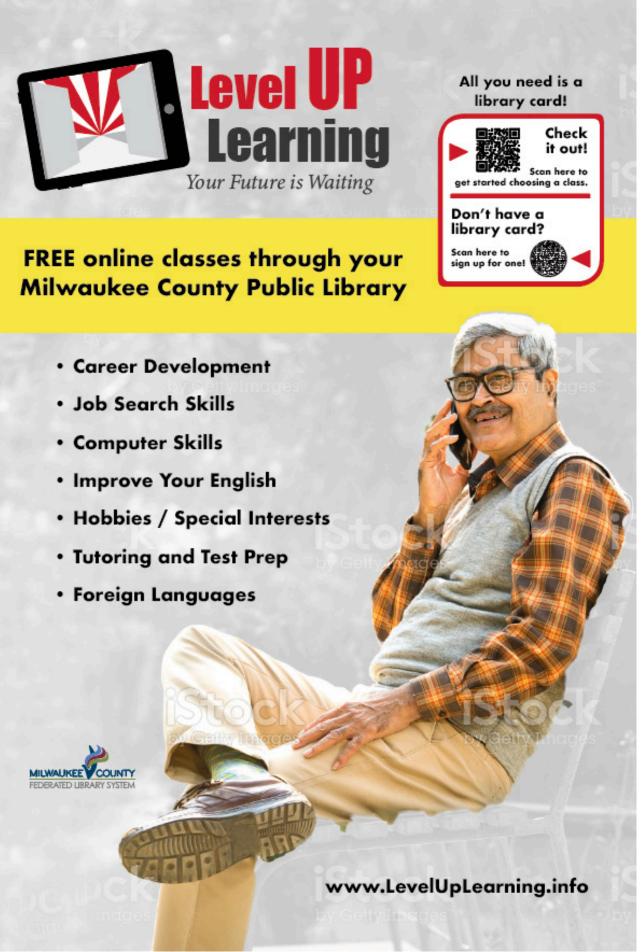
• Foreign Languages

Improve Your English

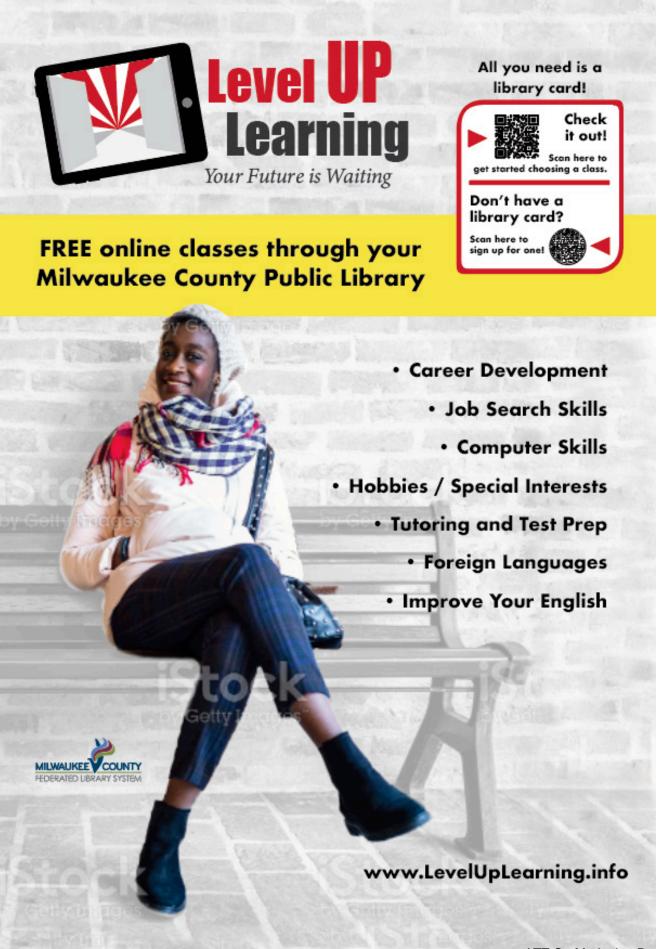
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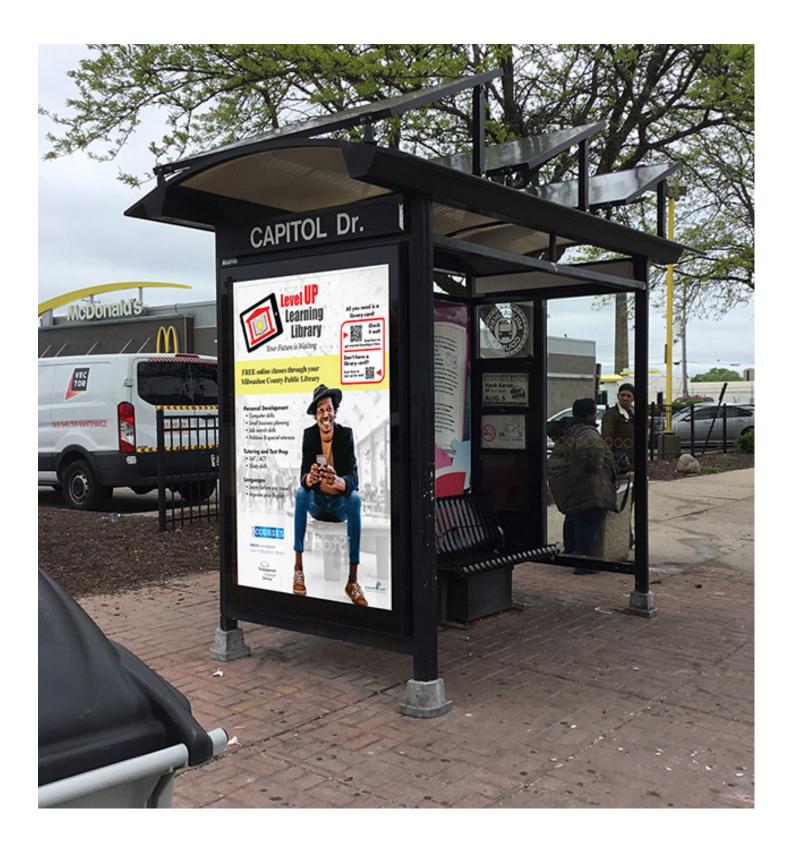












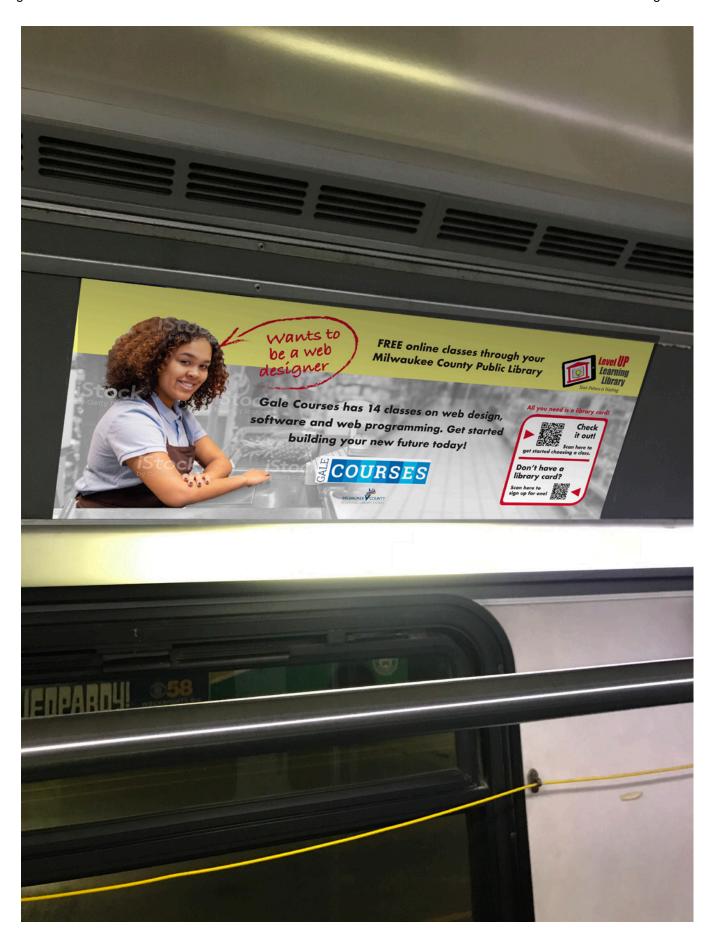
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2022 LDAC Meeting Dates and Locations

Pending LDAC approval, meetings for the entire year will be scheduled virtually and the meeting schedule re-evaluated at the discretion of the LDAC to determine if hybrid meetings will be offered. The LDAC does not meet in July.

| Date | Location |
|-------------------|---------------------|
| January 6, 2022 | Zoom online meeting |
| February 3, 2021 | Zoom online meeting |
| March 3, 2022 | Zoom online meeting |
| April 7, 2022 | Zoom online meeting |
| May 5, 2022 | Zoom online meeting |
| June 2, 2022 | Zoom online meeting |
| August 4, 2022 | Zoom online meeting |
| September 1, 2022 | Zoom online meeting |
| October 6, 2022 | Zoom online meeting |
| November 10, 2022 | Zoom online meeting |
| December 1, 2022 | Zoom online meeting |

- 1/21-1/24—ALA LibLearnX: The Library Learning Experience (LLX) (virtual)
- 02/8—Library Legislative Day (Madison)
- 5/11-5/13—WAPL conference (Waukesha)
- 6/23-6/28—ALA conference (Washington DC)
- 11/1-11/4—WLA conference (Lake Geneva)





Implementation

I. What is Aeon?

- A. Aeon is automated request and workflow management software specifically designed for special collections, reading rooms, and archives
- B. Aeon is a vendor-supported product of Atlas Systems that automates the stages of archival management involving the activation of collections for use, including patron request and registration, and reading room and circulation management
- C. It increases discoverability for patrons and standardizes materials handling of MPL's unique rarities, special collections, and archival materials

II. How does Aeon work?

- A. Aeon request links are inserted into catalog records, finding aids, and other discovery interfaces so patrons can register and initiate a request and make appointments to view materials
- B. Library patrons who wish to consult a non-circulating, special collection or archive item can create an Aeon account and request to view the material. This account exists separately from their CountyCat account
- C. Library staff monitors Aeon, and are alerted when a new request is placed by a library patron. This initiates a workflow where the library patron's visit is scheduled, and existing guidelines and policies are communicated directly to the patron
- D. Aeon tracks the entire request from beginning to end, and provides paging slips for retrieval and reshelving

III. What does Aeon look like?

- A. Aeon request links appear in CountyCat as a hyperlink: "Request Reference Item"
- B. Clicking "Request Reference Item" will take library patrons to a page where they can log in or register for an Aeon account
- IV. Where should I direct questions about Aeon?
 - A. For now, please direct library patron questions to mplarchives@milwaukee.gov
- V. Which Central Library collections will be available?
 - A. "Soft Launch" in December 2021: Rare Books Collection, City of Milwaukee Archives, Local History Manuscripts, Historic Photos, Wisconsin Architectural Archive
 - B. 2022 and beyond: Great Lakes Marine Collection, Milwaukee Road Archives, and others





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Real Commitment. Real Passion. Real People.

We know libraries, we know marketing and we know software. It is all we do.

So it's not just our powerful and flexible software platform – our people make the difference.

We care about your success and will innovate alongside you to help you engage and delight your customers.



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Patron Point

Features

Patron Point is a fully featured marketing automation platform. It connects to your ILS and other data sources and allows you to automate your day-to-day customer messaging and enhance your marketing into high-impact targeted campaigns.



Email Editor

Create, test and send emails using our drag and drop interface.



A/B Testing

Experiment to see which version of your emails work best.



Dynamic Lists

Your distribution lists are continually updated.



Customizable Templates

Use our pre-built, fully responsive templates or create your own.



Web Forms

Use our dynamic form bulder to create forms your website.



Unlimited Segments

Define your audiences any way you like based on data.



Email Automation

Create a series of automated emails with our visual campaign builder.



Landing Pages

Build mobile-friendly landing pages for special promotions.



Multi-Channel

Communicate via email, SMS or directly on the web.



Patron Point offers robust analytics and reporting for you to stay on top of your marketing program performance.



Customizable Dashboard

Real-time view of performance in our graphical dashboard.



Monitor Channels

See which channel is working best for you and your audience.



Email Insights

Full email tracking. reporting and analysis.



Share reports with the Team

Schedule reports to be sent by email to share progress.



Visitor Insights

Page views, traffic sources, destination pages and more.



Patron Engagement Index

Automatically score patrons based on their engagement levels.



Welcome New Patrons

A series of automated emails consistently showcasing the library to new customers.



Customer Surveys

Engage your community and ask for their views and opinions.



Re-engage Inactive Members

Re-engage patrons based on periods of inactivity to get them back into the library.



Staff Picks / Readers Advisory

Deliver your staff picks to their inbox based on each patron's preferences.



Uses of Patron Point in a Public Library

Public libraries around the world are using Patron Point to drive their

digital marketing and their community engagement. There are so many

Card Renewal Reminders

A series of automated email reminders helping keep membership levels up.



Newsletters

Create and send dynamic, personalized newsletters to inform and engage your patrons.



New Title Notifications

Patron Notices

Turn your routine ILS notices into

branded, cross promotional

marketing tools.

Automatically alert customers about new titles by their preferred authors or subject interests.



Drive use of Digital Resources

Target patrons based on their (in)activity levels with your eBooks and eDatabases.



Promote Events

Increase library event and program attendance, send reminders and post-event follow ups.



Net Promoter Score (NPS)

Use Patron Point to automate NPS surveys to gauge customers' loyalty and identify improvement opportunities.



Grow Cardholder Numbers

Nurture non-cardholders via outbound campaigns and track conversion into cardholders.

Kanopy Subscription Survey Results

