

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: [CLICK HERE](#)
Meeting ID: 873 2809 5093
Meeting Passcode: 8TmSrGad
Telephone Passcode: 70440671

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
Action
3. Approval of minutes for the November 4th, 2021 LDAC meeting
Action [Attachment A](#)

Guest Presentation

4. Courtney Harris from [Covering Wisconsin](#) will join us to talk about their service and how they can partner with member libraries

[Attachment B](#)

Topics Requiring Action or Discussion

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 BusinessMember Library UpdatesSub-committee agendas and minutesCirculation 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 MeetingScheduled 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 Hesel, Director
Judy Kaniasty, Business Manager
Deb Marett, Public Information Coordinator
Jen Schmidt, Library Systems Administrator

Call to Order. 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.

Additional Agenda Items/Adoption of Agenda. 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 the 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. Please Update MCFLS Member Library Current Status Document. Jill just reiterated that updates be made as they occur for all to be informed in a timely manner.
- b. Update on ARPA Grant pre-applications submitted October 25th. Steve Hesel 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 Hesper 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 Hesper 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 Hesper 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. Delay on CE grants provided by DPI. Steve Hesper 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.

Proposed 2022 LDAC Meeting Dates. Steve Hesper 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

ILS Review Update. 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.

Possible statewide Kanopy subscription through WPLC. 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 Hesper 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.

Discussion: management of Sierra notes and messages in patron records. 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 Hesel 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 Hesel 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 Hesel 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.

Milwaukee – 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.

Need health insurance?

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

Birth or adoption, marriage, divorce, legal separation, death



■ Immigration

Got citizenship or lawful presence in the U.S.

■ Release from incarceration or jail



Call 2-1-1 to find
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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.

Need

Health insurance?



4 out of **5**
people find
a plan for
\$10 or less

To find free, local help:

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

covering
Wisconsin
Connect to Care, Engage in Health

ATT B - Covering Wisconsin Information

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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



Level UP Learning

Your Future is Waiting

All you need is a library card!

Check it out!

Scan here to get started choosing a class.



Don't have a library card?

Scan here to sign up for one!




FREE online classes through your Milwaukee County Public Library

- Career Development
- Job Search Skills
- Computer Skills
- Hobbies / Special Interests
- Tutoring and Test Prep
- Foreign Languages
- Improve Your English



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wants to be a web designer

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The Level Up Learning platform has 14 FREE classes on web design, design software and web programming.

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wants to get promoted to manager.

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Level UP Learning
Your Future is Waiting

Needs to improve his English to get more customers

The Level Up Learning platform has FREE classes, written in Spanish, that teach English vocabulary and grammar. Start building your new future today!

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MILWAUKEE COUNTY FEDERATED LIBRARY SYSTEM



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All you need is a library card!

Check it out!
Scan here to get started choosing a class.

Don't have a library card?
Scan here to sign up for one!

MILWAUKEE COUNTY FEDERATED LIBRARY SYSTEM



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	
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	
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	Oak Creek	Lininger	5
2022	St. Francis	Krahn	3
The numbers to the right reflect the times a member library has chaired. The number is in the most recent year for that library.			

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



Reasons why your library should take advantage of Patron Point.



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.

The marketing automation solution for public libraries



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Integrates with
your data



Automate routine
messaging



Target specific
customer groups

ATT G - Patron Point
1 of 2

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.



Customizable Templates

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



Email Automation

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



A/B Testing

Experiment to see which version of your emails work best.



Web Forms

Use our dynamic form builder to create forms your website.



Landing Pages

Build mobile-friendly landing pages for special promotions.



Dynamic Lists

Your distribution lists are continually updated.



Unlimited Segments

Define your audiences any way you like based on data.



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.



Email Insights

Full email tracking, reporting and analysis.



Visitor Insights

Page views, traffic sources, destination pages and more.



Monitor Channels

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



Share reports with the Team

Schedule reports to be sent by email to share progress.



Patron Engagement Index

Automatically score patrons based on their engagement levels.

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 things your library can do with Patron Point. Take a look at just some of them.



Welcome New Patrons

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



Card Renewal Reminders

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



Patron Notices

Turn your routine ILS notices into branded, cross promotional marketing tools.



Customer Surveys

Engage your community and ask for their views and opinions.



Newsletters

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



New Title Notifications

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



Re-engage Inactive Members

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



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.



Staff Picks / Readers Advisory

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



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.

Get a 360° view of your patron engagement and target your audiences to drive your marketing performance.

Kanopy Subscription Survey Results

