

Notice

Milwaukee County  
Federated Library System  
Library Directors Advisory Council

Regular Meeting  
Thursday, August 4<sup>th</sup>, 2022  
10:00 AM – 12:00 PM

*This meeting will be held:*

Online at  
Meeting URL: [CLICK HERE](#)  
Meeting ID: 898 2748 8344  
Passcode: yUdJ193t  
Telephone Passcode: 44077315

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 June 2<sup>nd</sup>, 2022 LDAC meeting  
Action [Attachment A](#)

Topics Requiring Action or Discussion.

4. Member library updates related to COVID-19
  - a. [Please update MCFLS Member Libraries Current Status Document](#)

5. Substitute staff pool follow up. Access to participant list will be granted to LDAC members after today's meeting. The form is available at <https://www.mcfls.org/substitute-staff-pool/>.

6. LDAC Guideline changes.

Action

[Attachment B](#)

7. Proposal to change meeting date for October LDAC meeting to September 29<sup>th</sup>

8. Owning/Home report and comparison to new SQL reporting for reciprocal borrowing.

Distributed in Advance of the Meeting

Technology.

9. Collection HQ evaluation

[Attachment C](#)

10. CountyCat Mobile app. Current update.

[Attachment D](#)

11. 2023 hoopla cost projections provided by Midwest Tape.

[Attachment E](#)

12. InfoPass update. Revised service will go live on August 15<sup>th</sup>. Please fill out the [application form](#) at your earliest convenience.

Informational.

13. LDAC SharePoint site.

14. Marketing update: Brainfuse promotion. Usage data to be presented at end of October.

[Attachment F](#)

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/adult/meetings>

Next Meeting

Scheduled for Thursday, September 1<sup>st</sup>, 2022 at 10 am via Zoom

Adjournment

Milwaukee County Federated Library System  
Library Directors Advisory Council  
Regular Monthly Meeting held Thursday, June 2, 2022  
Zoom Meeting Software

Present: Amy Krahn, Chair and St. Francis Public Library  
Dana Andersen-Kopczyk, Brown Deer Public Library  
Rachel Collins, Shorewood Public Library  
Tony Frausto, Milwaukee Public Library  
Rhonda Gould, North Shore Library  
Michael Koszalka, West Allis Public Library  
Stephanie Lewin-Lane, Hales Corners Public Library  
Jill Lininger, Oak Creek Public Library  
Pete Loeffel, Wauwatosa Public Library  
Tristan Marshall, South Milwaukee Public Library  
Sheila O'Brien, Greenfield Public Library  
Karli Pederson, Milwaukee Public Library  
Nyama Reed, Whitefish Bay Public Library  
Brian Van Klooster, Greendale Public Library

Excused: Jennifer Loeffel, Franklin Public Library  
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 Krahn 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 Krahn inquired whether there were any additions to the agenda and these topics were suggested:

- 2023 Member Cost Document/Steve Hesel
- 2023 Hoopla Cost Estimate/Steve Hesel

Nyama Reed moved and Rachel Collins seconded a motion to approve the agendas as modified. Unanimously approved.

Approval of Minutes for the May 5, 2022 LDAC Meeting. Chair Krahn referred to the minutes of the May 5, 2022 meeting shown as Attachment A of the agenda packet. Rachel Collins moved and Tony Frausto seconded a motion to approve the minutes with one correction: add Rachel Collins to the list of those present at the meeting. Unanimously approved.

Tony Frausto reported that Matthew Murphy will not be representing Milwaukee Public Library at LDAC meetings and instead Karli Pederson would serve in his place due to his unavailability. The LDAC welcomed Karli to the group.

## TOPICS REQUIRING ACTION OR DISCUSSION

### Member Library Updates Related to COVID-19.

Please Update MCFLS Member Libraries Current Status Document. Chair Krahn reminded all to update the status document as things changes regarding COVID-related matters at member libraries.

Tony Frausto reported that effective June 6 that Milwaukee is restoring open hours at all libraries: Monday & Tuesday 10am-8pm; Wednesday-Friday 10am-6pm; Saturday 9am-5pm and in the Fall Sunday 1-5pm. Effective May 27, Milwaukee reinstituted a mask policy for staff but not for patrons in all City buildings.

Nyama Reed reported that Whitefish Bay is still requiring staff to wear masks.

Rhonda Gould was welcomed to the LDAC and all introduced themselves to her.

Discussion. Report and Final Recommendation from the ILS Review Committee. Jen Schmidt reviewed the ILS Review Committee's Final Recommendation shown as Attachment B of the agenda packet and noted that the quote does not cover the cost of Encore which MCFLS pays for at this time. The final recommendation is to stay with Innovative's Sierra and to create an ILS Subcommittee for all of the reasons expressed in the report. Jen expressed interest in the Idea Lab which the ILS Subcommittee would focus on. Sheila O'Brian asked about the cloud-hosted process and Jen noted that the onsite servers are mid-life and MCFLS needs to plan accordingly and will get for information from Ill and other users; Steve Hesper commented that it is normal now for new Ill customers to go cloud-hosted which would be a win for MCFLS.

Sheila O'Brien moved and Tristan Marshall seconded a motion to stay with Ill's Sierra as recommended and to form an ILS Subcommittee. Discussion ensued regarding the pricing document which Steve Hesper reviewed and shown as Exhibit 1 attached to the minutes (update to page 17 of the agenda packet). Pete Loeffel and Nyama Reed both commented that they felt the justification for the pricing was good and logical for 2023. Unanimously approved.

Steve Hesper was thanked for the negotiations with Ill for the maintenance cost decrease.

Substitute Staff Pool Follow-Up. Steve Hesper noted the link to the proposed form for review was included in the agenda and he wonders what the next steps should be for utilizing it to gather interest—share with UWM, WisPubLib, social media, MCFLS and member library websites? Pete Loeffel suggested that Steve inquire with Bridges about how they maintain their list. Steve Hesper noted he would reach out to Bridges regarding where they seek their substitutes from and how they maintain their list and he will share that information back to the LDAC for further discussion.

Owning/Home Report and Comparison to New SQL Reporting for Reciprocal Borrowing. Steve Hesper reviewed Exhibit 2 attached to these minutes which indicates that data he is using is what he needs to transition to the new method of gathering statistics for reciprocal borrowing payments and he suggests a few more months to make sure nothing unexpected causes differences, then to move forward as he proposes from the Home Owning Report to a SQL report.

## TECHNOLOGY

New Mobile App Update. Jen Schmidt reported that the Mobile App Review team met May 25 to review initial settings and that she has a number of staff testing the functionality. The current vendor, Communico, did not upgrade as promised and it is time to move on to a better product. The new vendor is Innovative and is cheaper than the current mobile App which is paid by MCFLS. The current App will expire at the end of July so the new App will go live a few weeks before that, after staff are trained. There will be a self-checkout feature that libraries will be able to opt into at a later date if desired but there is a concern regarding blocked cards that needs to be investigated.

Tristan Marshall questioned whether there might be the ability for libraries to use this App along with a tablet for checkouts instead of purchasing self-checkout machines? Amy Krahn noted that St. Francis is currently using tablets to checkout materials so that is a real possibility for member libraries.

Jen Schmidt shared a document, shown as Exhibit 3 attached to these minutes, that shows a cost comparison for the old and new Apps along with additional functionality the new App will provide MCFLS and its users.

Jen indicated that testers are testing functionality, menu and developing training materials. Jen is hoping that current users will just have to update their current mobile App to use the new App but that hasn't been finalized yet; she should know soon. A FAQ document will be developed and shared soon.

Multi-Factor Authentication and Outlook 365 Update from South Milwaukee. Steve Hesser reported that South Milwaukee beta tested the MCFLS email system's multi-factor authentication process. Tristan Marshall noted there were positive and negative situations along the way but now staff are accustomed to the process and the documentation provided was very helpful. Tristan suggested that a Q&A document be developed and shared out to libraries so they know what to consider before and during the process. Steve Hesser noted that all libraries using mcfls.org email addresses will need to get on board with this, so just let him know when your library would be interested in doing so. Stephanie Lewin-Lane indicated she would be willing to share this with staff at an in-service set for August with a roll-out in the Fall.

InfoPass Update and Timeline. Steve Hesser reported that the Steering Committee met June 1 and that Attachment C of the agenda packet contains an implementation timeline and Participant Agreement. Initial enrollment will be open through August 1 and then the service will begin on August 15. MCFLS will host the service on its website and all members will have access to information to monitor activity. Steve noted that a few changes were made to the Agreement so he will make those changes and get the Agreement out to all member library directors.

## INFORMATIONAL

Patron Point Update and Process Workflow. Steve Hesser reported that the MCFLS staff have been meeting every two weeks and are getting very close to the point of training a few member library staff to beta test the product before releasing it to all that desire sharing newsletters and informational/marketing emails that are similar to those sent to patrons via Constant Contact. Patrons will be able to opt into Book Recommends very soon; ProQuest picks the titles and patrons can select topics that interest them. Staff picks will come in the future. Let MCFLS know if you do not want your residents to receive the introductory email to this service before June 15 since that is the date of the first one and then they will roll out on the 15<sup>th</sup> of every month after that. Discussion ensued regarding

libraries knowing in advance what titles are featured and if inclusive titles will also be featured, whether Staff Pics will be one list or individual member library lists. Jen Schmidt noted she will ask those questions and report back to the LDAC. Deb Marett shared that she will set up a few different abilities for each member library and she has the ability to craft emails with dynamic content for various needs/uses. Jen Schmidt asked libraries that utilize Beanstack to let her know for setup reasons.

Jen Schmidt reviewed the process workflow chart shown as Attachment D of the agenda packet for informational purposes. Jen shared that the courtesy notices will be converted over next and then forms after that.

#### ADDITIONAL BUSINESS

2023 Member Cost Document. Steve Hesel reported that he will send out the document tomorrow which will include the ILS costs discussed earlier.

2023 Hoopla Cost Estimate. Steve Hesel reported that MCFLS is committed to funding the \$145,000 in 2022 but that he projects members will resume those costs in 2023 and he wanted to express that for budgeting purposes.

#### MEMBER LIBRARY UPDATES

Summer Reading Program – Amy Krahn wished all member libraries well with this year's Summer Reading Program events and activities.

Shorewood - Rachel Collins reported that she had received eight responses to a self-check machine RFI and they have signed with Meescan which will take ten weeks to install; will be able to do iPad checkouts with their software.

Shorewood - Rachel Collins reported that interviews for her replacement continue and it is the plan to have someone new in place by mid-Summer.

Whitefish Bay – Nyama Reed shared a picture of a new Pillar Booth which is a single person encapsulated work space that is plugged in for ventilation, has a magnetic closing glass door, adjustable table, USB ports, outlets which their Friends Group purchased.

Whitefish Bay – Nyama Reed reported that planning for Summer Reading Program activities are a bit different this year with all staff pitching in due to the Children's Librarian being out on medical leave.

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

NEXT MEETING. Scheduled for Thursday, August 4, 2022 beginning at 10:00 a.m. via Zoom and in person if a location can be determined.

ADJOURNMENT. With there no further business, Rachel Collins moved and Stephanie Lewin-Lane seconded a motion to adjourn the meeting at 12:00 noon. Unanimously approved.

A-08: LDAC Guidelines

A. Mission Statement

The mission of the Milwaukee County Federated Library System (MCFLS) shall be to ~~assume a leadership role in facilitating cooperation among its member libraries, improving access to and encouraging sharing of resources, promoting the most effective use of local, county, state and federal funds and assisting member libraries in the utilization of current and evolving technologies to provide the highest possible level of library service to all residents of Milwaukee County.~~ provide collaborative leadership, advocacy, and support for high-quality resources and services to empower the capabilities and capacities of member libraries to deliver responsive and innovative library services to all residents of Milwaukee County.

Commented [SH1]: Updating this area with the revised mission statement.

Commented [sh2R1]: Great improvement!

Commented [li3R1]: I think both are perfectly acceptable and make the same point, but if MCFLS feels its time for an update, this new one is acceptable albeit jargon-y (but just a pet peeve of mine).

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B. Representation and Purpose

1. ~~1-~~The Library Directors Advisory Council (LDAC) shall be composed of the Library Directors or their Representatives from each of the municipalities that have libraries and one additional representative of the system resource library. Representatives serving in the place of the Director shall have the same voting rights as those of the Director.
2. ~~2-~~The ~~MCFLS~~System Director serves as secretary to the LDAC.
3. ~~3-~~The LDAC shall meet monthly to consider the concerns of the member libraries and to recommend action to the System Board.

Commented [sh4]: B.1 (MCFLS Director...) and D.A. (A System staff member...) may conflict.

Commented [SH5R4]: I'll make sure the language is consistent here. Great catch.

Commented [lii6]: Suggest to choose either 'MCFLS Board' or 'System Board' but not both.

Commented [SH7R6]: Modified as suggested

C. Relationship of the LDAC to the ~~MCFLS~~System Board

The LDAC members, who represent their Library Boards and communities, advise the MCFLS Board on the impact of policies and proposed services upon member communities. The LDAC members review plans, policies and financial recommendations, projects and proposals that may be under consideration by the System Board and advance recommendations to the System Board on such matters. The LDAC may identify issues for the System staff and System Board to consider.

D. Meetings

1. ~~1-~~The LDAC shall meet regularly once a month except for the month of July. Copies of the LDAC minutes shall be provided to each LDAC member and to all System Board Members. A System staff member shall record minutes.
2. ~~LDAC members who are unable to participate in person at a meeting may attend such meetings by telephone or video conference. The System Director shall select the conferencing equipment to be used. The equipment selected shall be such that LDAC members are able to hear all participants at the meeting and be able to verbally communicate with all those present at the meeting.~~
3. ~~2-~~Roberts Rules of Order Newly Revised in its latest edition shall govern the parliamentary procedure of the meetings, unless such procedure is suspended by a vote of the majority of LDAC members present at such meeting.

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Commented [lii8]: Suggest to use 'MCFLS Director' or 'System Director' but not both, ideally using same terminology as used for Board

Commented [SH9R8]: Reviewed and will make changes for consistency.

Commented [SH10]: Adding ability to attend remote meetings. Taken from the recently revised Board bylaws.

Commented [sh11R10]: I am strongly in favor of offering this option permanently.

Commented [SH12]: Reflects current practice.

4. ~~System staff~~ in attendance at the meeting shall participate when recognized by the Chair, but are not voting members.
5. ~~3.~~ Actions of the LDAC shall be approved by a simple majority of the members present. In case of a tie, the motion fails.
6. ~~4.~~ The Chair of the LDAC shall be a voting member.
7. ~~5.~~ The Chair of the LDAC may also convene meetings in consultation with the MCFLS System Director or at the request of four members of the LDAC.
8. ~~6.~~ The Chair of the LDAC provides "Sunshine" duties as needed.
9. ~~7.~~ In the absence of the Chair of the LDAC, the most immediate Past Chair shall serve until the return of the Chair or until a new Chair is elected.
10. ~~8.~~ In addition to discussing System plans, policies and procedures, the LDAC may also discuss procedures, issues and local library policies that ~~enhance~~ cooperation among member libraries.

Commented [li13]: Suggestion, same as above

Commented [li14]: substitute 'affect'

#### E. Officers, Duties and Election

1. ~~1.~~ The Chair of the LDAC shall develop and prepare agendas for the LDAC meetings in consultation with the MCFLS System Director.
2. ~~2.~~ Member Libraries may contact the LDAC Chair to request that items be placed on the agenda.
3. ~~3.~~ The Chair of the LDAC shall preside at all meetings of the LDAC.
4. ~~4.~~ The LDAC Chair shall report LDAC activities, recommendations and concerns to the System Board orally and in writing at System Board meetings.
5. ~~The LDAC Chair will appoint a nominating committee for the new Chairperson. Appointment of the nominating committee shall take place at a LDAC meeting no later than the October meeting. The nominating committee shall present to the LDAC a nominee for the office of LDAC chair at the November meeting, who shall be elected for one year by a majority of the members present. The nominee's name will be presented to and confirmed by the MCFLS Board in December.~~
5. ~~6.~~ The Chair of the LDAC shall serve a one-year term, beginning in January and ending in December. The responsibility of service as Chair of the LDAC shall rotate among the member libraries based on library alphabetical order. A person may decline and the next Library's Director will be asked to serve. The next year, those that declined are to be asked again before moving forward in the library sequence.

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Commented [SH15]: This section does not reflect current practice and contradicts the point immediately below it. I'm suggesting we remove that.

Commented [sh16R15]: How long has the library alphabetical order system been in place?

Commented [SH17R15]: I looked at the list of LDAC chairs and it really seemed to follow a distinct line around 2005. Before then it seemed a bit more scattered

Commented [li18]: Suggest: Add bullet for how/why 'system LDAC Committees' may be formed? 'LDAC Committees may be formed and dissolved as needed by the voluntary commitment of member library staff, to conduct business or make recommendations to, or on behalf of, the LDAC' (?)

Commented [li19R18]: Differentiate between 'standing committee' and 'ad hoc committee'?

Commented [SH20R18]: I think we can add the word standing committee here and just add a bullet point regarding ad hoc committees using your first comment.

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#### F. Committees

##### Standing Committees

1. LDAC Standing Committees report to LDAC and elect a chair on an annual basis. The chair shall serve a one-year term, beginning after the last meeting in spring and ending with the last meeting in spring.
2. LDAC Standing Committees shall provide an annual overview of activities to the LDAC typically in the Fall.

##### Ad Hoc Committees



1. ~~1. LDAC Ad Hoc Committees may be formed and dissolved at the discretion of the LDAC and based on voluntary commitment of member library staff. For the LDAC committee appointments, The~~ the Chair of the LDAC shall communicate with ~~the~~ the Library Directors to identify staff to serve on these committees when necessary, who shall recommend staff to serve whenever system LDAC Committees are formed.
2. ~~2. The Chair of a LDAC Standing Committee, who is also a member library staff person, shall serve a one-year term, beginning after the last meeting in spring and ending with the last meeting in spring. The responsibility for providing staff to chair such committees, i.e., youth services, shall rotate among the member libraries.~~

G. Revision

1. ~~1. Revisions to these guidelines shall be made as required by a simple majority. Revisions shall be presented to the LDAC at the meeting prior to the meeting where action on the revision is expected.~~
2. ~~2. The LDAC shall may review the guidelines when deemed necessary every other year (in even numbered years) in January~~ to ensure that they are accurate and up-to-date. The LDAC Chair shall appoint a committee at that time to recommend revisions if volunteers cannot be identified.

Tags: Bylaws, Guidelines, LDAC, MCFLS Director, Member Library

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Commented [li21]: delete-redundant

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Commented [sh22]: Is this review schedule intended to be "aspirational"? In my 15 years in a MCFLS library, I do not recall that LDAC ever reviewed these bylaws. If "aspirational", then "shall" should probably be changed "may".

Commented [SH23R22]: I made the changes there to make it more flexible.

Collection HQ  
Suburban Libraries  
Library Login Activity July 1, 2021 - July 29, 2022

Activity From	Activity To	User Name	Tool Use
01-Jul-2021	29-Jul-2022	Franklin	14
01-Jul-2021	29-Jul-2022	Franklin	4
		Franklin Total	18
01-Jul-2021	29-Jul-2022	Greendale	88
01-Jul-2021	29-Jul-2022	Greendale	2
		Greendale Total	90
01-Jul-2021	29-Jul-2022	Greenfield	73
01-Jul-2021	29-Jul-2022	Greenfield	50
01-Jul-2021	29-Jul-2022	Greenfield	34
01-Jul-2021	29-Jul-2022	Greenfield	3
		Greenfield Total	160
01-Jul-2021	29-Jul-2022	Hales Corners	9
01-Jul-2021	29-Jul-2022	Hales Corners	6
01-Jul-2021	29-Jul-2022	Hales Corners	1
		Hales Corners Total	16
01-Jul-2021	29-Jul-2022	MCFLS	14
		MCFLS Total	14
01-Jul-2021	29-Jul-2022	North Shore	18
		North Shore Total	18
01-Jul-2021	29-Jul-2022	Oak Creek	203
01-Jul-2021	29-Jul-2022	Oak Creek	199
01-Jul-2021	29-Jul-2022	Oak Creek	43
01-Jul-2021	29-Jul-2022	Oak Creek	36
01-Jul-2021	29-Jul-2022	Oak Creek	18
01-Jul-2021	29-Jul-2022	Oak Creek	5
01-Jul-2021	29-Jul-2022	Oak Creek	4
		Oak Creek Total	508
01-Jul-2021	29-Jul-2022	South Milwaukee	19
01-Jul-2021	29-Jul-2022	South Milwaukee	3
		South Milwaukee Total	22
01-Jul-2021	29-Jul-2022	St. Francis	10
		St. Francis Total	10
01-Jul-2021	29-Jul-2022	Wauwatosa	575
01-Jul-2021	29-Jul-2022	Wauwatosa	66
01-Jul-2021	29-Jul-2022	Wauwatosa	58
01-Jul-2021	29-Jul-2022	Wauwatosa	23
01-Jul-2021	29-Jul-2022	Wauwatosa	23
01-Jul-2021	29-Jul-2022	Wauwatosa	1
		Wauwatosa Total	746
01-Jul-2021	29-Jul-2022	West Allis	28
		West Allis Total	28
01-Jul-2021	29-Jul-2022	Whitefish Bay	60
		Whitefish Bay Total	60
		Grand Total	1690

# CollectionHQ System Activity - by Tool (Suburban Libraries)

**Activity From:** 01-Jul-2021

**Activity To:** 29-Jul-2022

Tool Name	Uses
DiscoveryQuery	249
Top Title Chart (Fiction)	235
Collection Check Action Plan (Non-Fiction)	125
Collection Use Summary (Fiction)	84
DEI Summary Report	82
Dead Items Removal Action Plan (Fiction)	78
Outdated Stock Check Action Plan (Non-Fiction)	72
Top Author Chart (Fiction)	62
Grubby Items Removal Action Plan (Fiction)	56
Dead Items Summary (Fiction)	53
Top Title Chart (Non-Book)	41
Collection Check Action Plan (Fiction)	40
Top Title Chart (Non-Fiction)	36
Collection Check Performance Detail (Non-Fiction)	33
Dead Items Removal Action Plan (Non-Book)	33
Dead Items Removal Action Plan (Non-Fiction)	29
DEI Item Detail Report	26
Collection Use Summary (Non-Fiction)	25
Recently Added Titles (Non-Book)	23
Collection Use Summary (Non-Book)	20
Collection Check Action Plan (Non-Book)	18
Popular Author Summary (Fiction)	16
Grubby Items Summary (Fiction)	15

Tool Name	Uses
CreateSpecification (DeweyRelative)	14
Collection Check Performance Detail (Fiction)	12
Dead Items Summary (Non-Fiction)	11
Collection Check Performance Summary (Fiction)	10
Author Detail - Most Popular Titles (Selected Library)	9
Dead Items Performance Detail (Fiction)	7
Outdated Stock Check Action Plan (Fiction)	7
Overstocked Subject Performance Detail (Non-Fiction)	7
Popular Subject Summary (Non-Fiction)	7
Consortium Wide Collection Check Summary (Fiction)	6
CreateSpecification (Dewey)	6
Grubby Items Refresh Action Plan (Fiction)	6
Grubby Items Removal Action Plan (Non-Book)	6
Grubby Items Removal Action Plan (Non-Fiction)	6
Performance By Collection	6
Popular Author Performance Summary (Fiction)	6
Consortium Wide Collection Check Summary (Non-Fiction)	5
Dead On Arrival by Collection - Item Detail (Fiction)	5
Grubby Items Performance Detail (Fiction)	5
Region Wide Collection Check Summary (Fiction)	5
Subject Detail - Most Popular Titles (Selected Library)	5
Categories - Performance Detail (Non-Fiction)	4
Dead Items Performance Detail (Non-Fiction)	4
Dead Items Refresh Action Plan (Fiction)	4
Rebalance Pull (Fiction)	4
Region Wide Collection Use Summary (Fiction)	4
Collection Check Performance Summary (Non-Fiction)	3

Tool Name	Uses
Collection Use - Performance Summary (Non-Fiction)	3
Consortium Wide Collection Use Summary (Fiction)	3
DEI Title Detail Report	3
Dead Items Performance Summary (Fiction)	3
Dead Items Summary (Non-Book)	3
Popular Subject Transfer Action Plan (Non-Fiction)	3
Rebalance Push (Fiction)	3
Understocked Subject Performance Detail (Non-Fiction)	3
Branch Selection Advice (Non-Fiction)	2
Consortium Wide Collection Use Summary (Non-Fiction)	2
Dead Items Performance Summary (Non-Fiction)	2
Grubby Items Performance Detail (Non-Fiction)	2
Grubby Items Performance Summary (Fiction)	2
Grubby Items Performance Summary (Non-Fiction)	2
Long Overdue Check Action Plan (Fiction)	2
Outdated Stock Check Action Plan (Non-Book)	2
Popular Author Transfer Action Plan (Fiction)	2
Rebalance Pull (Non-Book)	2
Rebalance Push (Non-Fiction)	2
Recently Added Titles (Fiction)	2
Region Wide Popular Author Summary (Fiction)	2
System Activity - by User	2
Top Author Chart (Non-Fiction)	2
Consortium Wide Collection Use Summary (Non-Book)	1
DEI Detail Report	1
Dead Items Refresh Action Plan (Non-Book)	1
Grubby Items Refresh Action Plan (Non-Book)	1

Tool Name	Uses
Grubby Items Refresh Action Plan (Non-Fiction)	1
Grubby Items Summary (Non-Fiction)	1
My Schedule	1
Performance By Dewey	1
Rebalance Pull (Non-Fiction)	1
Schedule Management Tool	1
Subject Detail - Most Popular Titles (System-Wide) (Non-Fiction)	1

[Overview to the CountyCat Mobile app](#) [video | 3:33]

[SUPPORT FOR PUBLIC IS ON THE MCFLS WEB PAGE](#)  
(Under Digital Resources). Here is the FAQ page

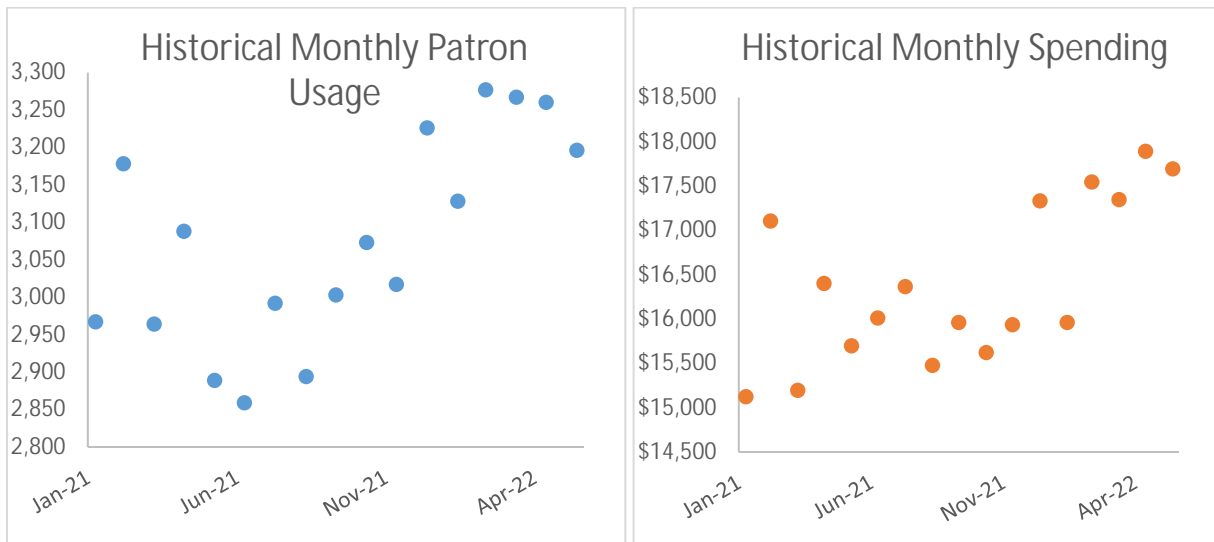
The screenshot shows the Milwaukee County Federated Library System website. At the top, there is a navigation bar with links for MEMBERS, DIGITAL RESOURCES, and SERVICES & SUPPORT. Below this, the page is titled "Help with the CountyCat Mobile App". It features two columns of expandable FAQ items. The left column includes questions about library changes, login status, operating systems, reading history, linked accounts, and smart device updates. The right column includes questions about finding the app, showing barcodes, hold pickup dates, OverDrive checkouts, barcode scanning on iPhone, and school ID integration. Below the FAQ sections, there are two "Self Checkout Help" sections, each with three expandable items regarding app usage, phone placement, receipts, self-check status, item eligibility, and gate access.

[STAFF SUPPORT IS ON MCFLS LIBGUIDES](#)  
(Under Digital Resources)

The screenshot shows the CountyCat Mobile App page on the Milwaukee County Federated Library System website. On the left is a sidebar menu with links to various resources, with "CountyCat Mobile App" highlighted. The main content area has a top navigation bar with links for App Features & Links, Public Training & Handouts, For Staff, Self Check & Curbside Pickup, and Background Information. Below this, the "APP LINKS" section announces the app's availability on Google Play and iOS App stores as of July 25, 2022. It includes "Get it on the App Store" and "Get it on Google Play" buttons. The "FEATURES" section lists capabilities such as searching by location and format, placing holds, managing accounts, tracking reading history, displaying barcodes, viewing library hours, accessing electronic resources, scanning ISBNs, and performing self-checkout. On the right side of the page, there is a preview of the app's interface, showing a search bar, a "New Fiction" section with book covers, and a sidebar menu with options like "How To Log In", "My Account", "Locations & Hours", "Your Digital Library", "Fines Payment", and "My Barcode".

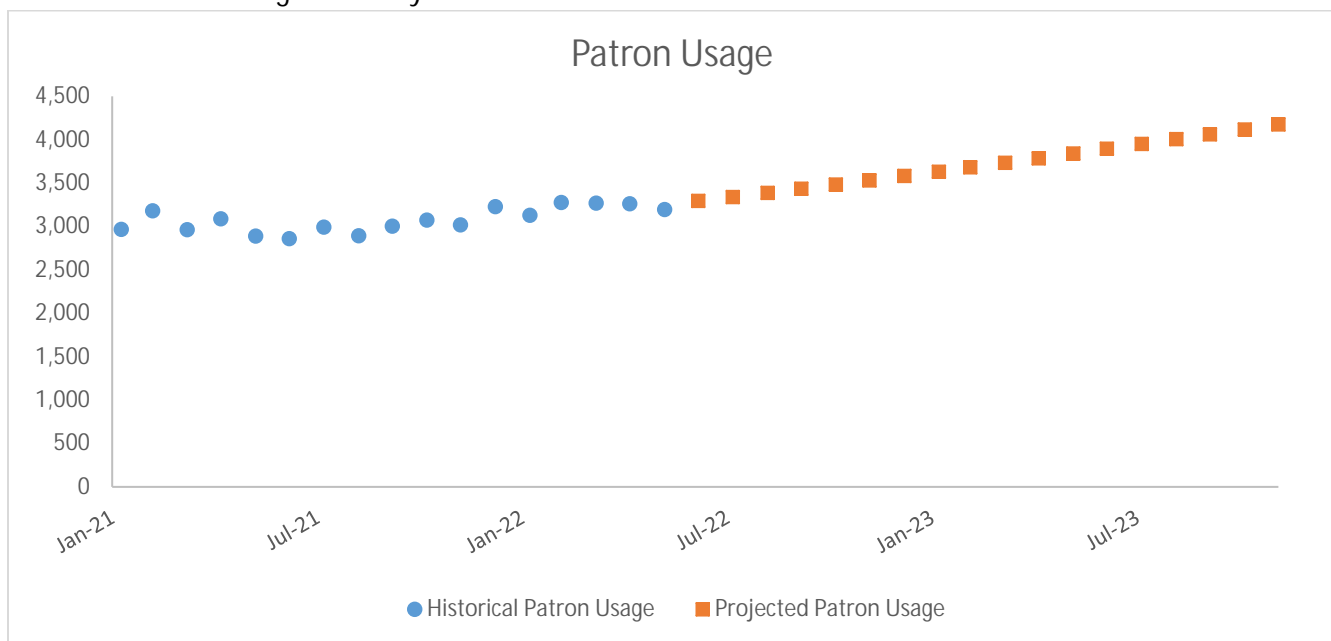
Overview: Milwaukee County Federated Library System launched hoopla in June 2017 and continues to be a strong partner. The library continues to experience growth in patron usage and cost. This report details historical data, and forecasts expected usage based on the historical library data.

Historical Data: The unique hoopla model allows the library to pay for what patrons borrow. The increased spending over time directly relates to the number of patrons borrowing.



Projecting Future Usage:

- Forecast based on historical data
- Average Cost Per Circulation: \$2.16
- Average Monthly Circulations Per Patron: 2.5





Projecting Future Spending: Using expected patrons, average cost per circ, and average circs per patron we can project the following monthly spending for the next 12 months.

Expected Cost = Expected Patrons (X) Avg. Monthly Circs per Patron (X) Avg. Cost per Circ

Month	Expected Patrons	Circ Limit: 4 Circs per Patron: 2.5 Cost per Circ: \$2.16 Catalog: All formats @\$3.99
*Jan-22	3,226	\$17,334
*Feb-22	3,128	\$15,962
*Mar-22	3,277	\$17,546
*Apr-22	3,267	\$17,346
*May-22	3,260	\$17,894
*Jun-22	3,196	\$17,693
Jul-22	3,293	\$17,800
Aug-22	3,339	\$18,200
Sep-22	3,386	\$18,400
Oct-22	3,433	\$18,600
Nov-22	3,481	\$18,800
Dec-22	3,530	\$19,200
Jan-23	3,580	\$19,400
Feb-23	3,631	\$19,800
Mar-23	3,682	\$20,000
Apr-23	3,734	\$20,200
May-23	3,786	\$20,600
Jun-23	3,840	\$20,800
Jul-23	3,894	\$21,200
Aug-23	3,949	\$21,400
Sep-23	4,004	\$21,800
Oct-23	4,060	\$22,000
Nov-23	4,117	\$22,400
Dec-23	4,175	\$22,600
Projected 2022 Total		\$215,000
Projected 2023 Total		\$252,500
Available Titles		1,198,000+

\*Actual hoopla usage data

Historically patron usage has increased every year leading to an annual increase in library spending. The library should continue to monitor usage and spending over time.

## **Brainfuse Marketing Overview**

1. We were given an ARPA grant for promoting Brainfuse:  
  
\$8,000 for digital advertising  
\$2,600 for print advertising
2. We have allocated \$500 per library for them to each do their own digital promotions,
3. MCFLS is running Brainfuse ads on facebook & Instagram.
4. MCFLS is running an ad in the Valpak mailing service for 4 months, beginning in August. The 2-sided ad features Brainfuse on one side (Level Up Learning on the other).
5. We are going to receive some printed materials from Brainfuse (no charge), and those will be distributed to the libraries.

## **Valpak Insert**



- Live one-on-one tutoring for all core classes in multiple languages
  - Academic paper feedback
- Online practice tests (ACT, SAT, ASVAB, US Citizenship, more)
  - Adult Learning Center • GED test prep
- Online creative writing lab with personalized feedback
- Resume writing help • Live one-on-one job interview coaching

All you need is a library card

