

Notice

Milwaukee County
Federated Library System
Library Directors Advisory Council

Regular Meeting
Thursday, December 1st, 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
3. Approval of minutes for the September 29th, 2022 LDAC meeting

Action

Action

[Attachment A](#)

Topics Requiring Action or Discussion.

- | | | |
|---|--------|------------------------------|
| 4. 2023 LDAC Chair | Action | Attachment B |
| 5. 2023 Proposed LDAC Meeting Dates | Action | Attachment C |
| 6. Update: Owning/Home report and comparison to new SQL reporting for reciprocal borrowing. | | |

Technology.

- | | |
|---|------------------------------|
| 7. MCFLS suburban representative needed for WPLC Digital Library Steering committee | Attachment D |
| 8. Update on MFA hardware tokens | |
| 9. New BadgerNet Contract Update | Attachment E |

Informational.

- | | |
|---|------------------------------|
| 10. Marketing Update | Attachment F |
| 11. SRLAAW Compensation Study progress and timeline | |
| 12. Information sharing regarding the state park passes | |

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, January 5th, 2023 at 10 am via Zoom

Adjournment

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, September 29th, 2022
11:00am –12:00pm
Zoom Meeting Software

Present: Michael Koszalka, West Allis Public Library
Jennifer Gerber, Shorewood Public Library
Nyama Reed, Whitefish Bay Public Library
Brian Van Klooster, Greendale Public Library
Tony Frausto, Milwaukee Public Library
Stephanie Lewin-Lane, Hales Corners Public Library
Karli Pederson, Milwaukee Public Library
Tristan Marshall, South Milwaukee Public Library
Sheila O'Brien, Greenfield Public Library
Dana Andersen-Kopczyk, Brown Deer Public Library
Michael Koszalka, West Allis Public Library
Rebecca Roepke, Cudahy Family Library
Rhonda Gould, North Shore Library
Jennifer Loeffel, Franklin Public Library
Jenny Davies, Oak Creek Public Library

Excused:
Amy Krahn, Chair and St. Francis Public Library
Jill Lininger, Oak Creek Public Library
Pete Loeffel, Wauwatosa Public Library

MCFLS Staff: Steve Heser, Director
Brittney Horning, Business Manager
Jen Schmidt, Library Systems Administrator
Deb Marett, Public Information Coordinator

Guests: Erika Siensen, MCFLS Board Trustee

Call to Order.

Substitute Chair Reed called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees Library Directors Advisory Council to order at 11:05 a.m.

Additional Agenda Items/Adoption of Agenda.

Substitute Chair Reed inquired whether there were any additions to the agenda. Director Heser contributed additional agenda items:

1. Quick marketing updates
2. Hardware tokens for MFA. Needs more investigation.

Karli Pederson moved to accept the agenda adoptions and Tristan Marshall seconded. Unanimously approved.

Approval of Minutes for the September 1st, 2022 LDAC Meeting. Substitute Chair Reed referred to the minutes of the September 1st, 2022 meeting shown as Attachment A of the agenda packet. Brian Van Klooster motioned and Tony Frausto seconded the motion to approve the minutes as presented. Sheila O'Brien abstained.

TOPICS REQUIRING ACTION OR DISCUSSION

2023 Proposed MCFLS Budget

Director Hesel shared the 2023 Proposed MCFLS budget as shown in Attachment B. Feedback that was collected from last year when state aid increases were announced as well as ongoing discussions with MCFLS staff was used to determine priorities for this year's budget. Feedback from last year included a focus on covering marketing plan expenses, online patron registration and funding additional system staff positions. We feel we can cover most if not all of these priorities in the proposed budget, all of which align with strategic plan objectives.

Some highlights include State aid increasing by around 8%, which also means all agreements tied to percentages of state aid are also increasing. Expenditures related to those agreements (reciprocal borrowing, cataloging and resource library) account for just under half of our state aid revenue for 2023. Other highlights include the addition of a part-time PC Support specialist and full-time ILS Technician. This will help cover extra help desk needs and free up Jen Schmidt for more committee and state work. Many of these reductions were put in place last year and continue for 2023. Covering the cost for electronic resources like: Gale Courses, Udemy, transparent languages, hoopla, Shoutbomb, itiva, and mke mixers, not only help libraries and residents, but assist our marketing efforts greatly. Lastly, an upgrade to next generation firewall which will save money and eliminate issues with handling changes in the future. Discussion ensued.

Jen Gerber motioned to make a statement of support and approval to forward to MCFLS budget to the MCFLS Board, Shelia O'Brien seconded the motion, motion passed.

2023 Draft MCFLS System Plan

Director Hesel introduced the 2023 MCFLS System Plan as show in Attachment C. This plan is required by DPI in order to confirm our intent to comply with statutory obligations and receive our funding for 2023. Typically, we receive 75% of our state aid in November for the following year and submission of the system plan is tied to that payment. Feedback and conversations both here at LDAC meetings and at our system staff meetings was used to inform the system plan. Some of these priorities remain the same and most are tied to the strategic plan, but revised many of the narrative sections to reflect activities we've done and plan to do in the next year.

There are significant needs that influenced this plan and really focused on three areas that were important: marketing and advocacy for member libraries, using technology to solve problems posed by the pandemic and expanding our emphasis on inclusivity efforts.

Added was a reference to our leadership with the InfoPass project that allows reference referral and interlibrary loans. This not only supports resource sharing but working with other types of libraries in our service area but also meet our obligation for a multi-tech cooperation in our service area.

New or priority activities includes a great summation of the new areas we are planning to address related to technology: self-check through the mobile app, Gimlet reference tracking, Patron Point online

registration with verification of identity and a new firewall/WAN router. ARPA grants, ILS Review and InfoPass highlight the emphasis we've placed on collaborations with other libraries, systems and the DPI.

Both the budget and system plan are going before the MCFLS Board on Monday October 3rd for approval. A joint meeting of Finance and Personnel and Legislative and System Services committees was held last week and they gave tentative approval for both the budget and plan assuming LDAC is willing to move forward. If you have additional comments or changes you'd like to see made They can be incorporated into the presentation on Monday. Please feel free to raise those now or contact Director Heser between now and Monday if you'd like to discuss anything related to the budget or system plan.

Discussion ensued.

Tristan Marshall motioned for support to bring the 2023 MCFLS system plan with potential minor changes to the MCFLS Board for approval, Brian Van Klooster seconded, motion passed.

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

Director Heser created a separate query in SQL to find and identify most of the problem patron and/or item records—about 125 total. These records had incorrect residence or region codes or invalid item location codes. As a result, most of the blank codes in Owning/Home for September have been resolved, but still working on catching the strays that remain. The current September Owning/Home report has 7 blank codes total. He has reached out to Innovative to see if they could reprogram the Owning/Home report to use the region rather than the residence field to indicate the patron's residence. Unfortunately, they are unable to change that report and recommended we use SQL to get the type of data we need. Proposed is to delay implementation of this process until January 1st, 2023. One of the challenges here is that even though coding has been corrected, the stats don't reflect that. The transactions table is a snapshot and the codes don't change. September and October should be a better gauge to see how changes are being reflected in the SQL reports.

A motion will be presented in November to potentially proceed with owning home data collection starting January 1st, 2023.

TECHNOLOGY

Migration date for cloud hosting on Innovative

Migration date for cloud hosting on Innovative servers is set for Wednesday, November 9th at 6:00 am. Offline Circ. will be available for use and anyone who still needs to have access to offline circ. at their library please contact Jen for help. Jen Schmidt will be sharing what will be posted on the MCFLS website and App letting patrons know about the migration and outage that will occur so this can also be posted on individual library websites.

ADDITIONAL BUSINESS

Deb will be sending an email about library legislative day and identifying representative patrons to attend to support their local libraries.

Marketing planning meeting date change to November 17th at 10:30am with a lunch to follow. This meeting is for anyone that has an interest in future marketing for their libraries.

Director Hesel discussed multi factor authentication (MFA), which is more than just a password with SMS or email. Most libraries expressed dislike for using personal devices and business phones as a second authentication. Looking at financing hardware tokens as a second form of MFA authentication.

INFORMATIONAL

MEMBER LIBRARY UPDATES

White Fish Bay- Are waiting on electrical installation for the lockers, they are excited about them.

Shorewood- Waiting on the delivery of the lockers, also very excited for the project completion.

South Milwaukee- Reports a budget gap of \$97,000 going into 2023

Hales Corner- Also has a 78,000 budget gap going into next year.

MPL- The Mayor's budget was introduced on Tuesday and the library's meeting with the council to go over their portion next week. Their budget is usually approved around the beginning of November.

[Brian Van Klooster leaves @12:04]

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, November 10th, 2022 at 10 am via Zoom

Will be sending an email vote on canceling or changing this meeting date.

With there no further business, Jen Gerber motioned and Stephanie Lewin-Lane seconded to adjourn the meeting at 12:16 pm. Unanimously approved

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	4
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	
2013	Whitefish Bay	Pierschalla	
2014	Brown Deer	Van Klooster	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
2023	Shorewood	Gerber	5
The numbers to the right reflect the times a member library has chaired. The number is in the most recent year for that library.			

2023 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 5, 2023	Zoom online meeting
February 2, 2023	Zoom online meeting
March 2, 2023	Zoom online meeting
April 6, 2023	Zoom online meeting
May 4, 2023	Zoom online meeting
June 1, 2023	Zoom online meeting
August 3, 2023	Zoom online meeting
September 7, 2023	Zoom online meeting
October 5, 2023	Zoom online meeting
November 2, 2023	Zoom online meeting
December 7, 2023	Zoom online meeting

- 1/27-1/30—[ALA LibLearnX: The Library Learning Experience \(LLX\)](#) (New Orleans)
- 02/7—Library Legislative Day (Madison)
- 4/26-4/28—WAPL conference (Oshkosh)
- 6/22-6/27—ALA conference (Chicago)
- 10/24-10/27—WLA conference (Middleton)
- Next PLA Conference is 4/3-4/5 in 2024 (Columbus, OH)

WPLC Digital Library Steering Committee Member Position Description

Committee Charge

The Digital Library Steering Committee is comprised of one or more representatives from each public library system with a total of no more than twenty-five members. The Digital Library Steering Committee makes budget and policy recommendations to the WPLC Board for formal approval, makes all decisions relating to the day-to-day operation of the Digital Library and is empowered to establish, specify composition, and specify duties for any committees needed for the continuing operation of the Digital Library. The Selection Committee and other current committees relating to the operation of the Digital Library report to the Digital Library Steering Committee.

Expectations

- Committee members will act as representation of their system.
- Committee representatives will participate in making WPLC Digital Library program policy and budget recommendations to the WPLC Board for formal approval.
- Committee representatives will, with advisement from the project managers and oversight by the board, make all decisions relating to the day-to-day operation of the Digital Library.
- Committee representatives will, with advisement from the project managers and oversight by the board, create and manage any committees or work groups needed for the operation of the Digital Library, including the Selection Committee.
- Committee representatives will be expected to attend and be prepared for committee meetings. If unable to attend, committee representatives will provide a proxy and notify the steering chair and project manager. Committee meets approximately six times per year.
- Committee representatives will be responsible for reporting information to the libraries they represent in their system and gathering feedback and input as needed.
- Committee representatives should have experience with and working knowledge of the current OverDrive Digital Library platform.
- Representatives will follow up with WPLC Board member representative to discuss issues when necessary.

Good morning,

TEACH is happy to announce that the replacement contract for BadgerNet, Network Managed Services for Education, has been awarded to AT&T Corp.

The state expects to finalize certain terms and conditions of the resulting contract as well as a firm order commitment and statement of work in the coming weeks.

TEACH customers should be aware, a timeline for contract transition will be finalized soon and then migrations to the new contract will begin. This will involve a technician physically accessing each customer location, and likely a brief outage as the cut-over is conducted, more details regarding the transition process will follow in a customer playbook to be provided in advance of any scheduling.

Upon successful migration of each location, a new 12-month term will begin, because of this it is imperative that customers provide a commitment to migrate to the new TEACH network or provide a notice of their intention to migrate to other services not provided by the state's TEACH program.

It is expected all current services being provided by the current contract will continue to be available on the new network including your selected ISP service.

Note also that later this year DPI will provide E-rate information and training on how to apply for internet discounts for schools and libraries using BadgerNet for their transport.

Important: If you do not plan to be a TEACH customer during calendar year 2023, please let us know by close of business day December 2, 2022. If we do not hear from you, we will begin to plan to migrate your site to our new network.

Thank you,
Matt



Matt Yeakey | TEACH Administrator

Department of Administration

Division of Enterprise Technology

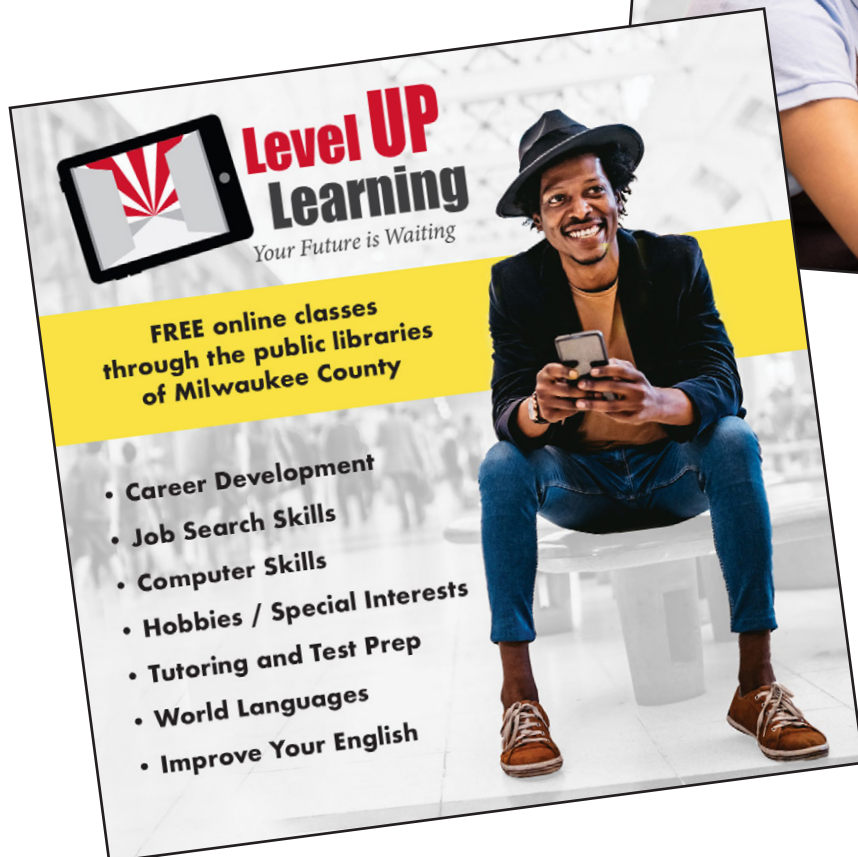
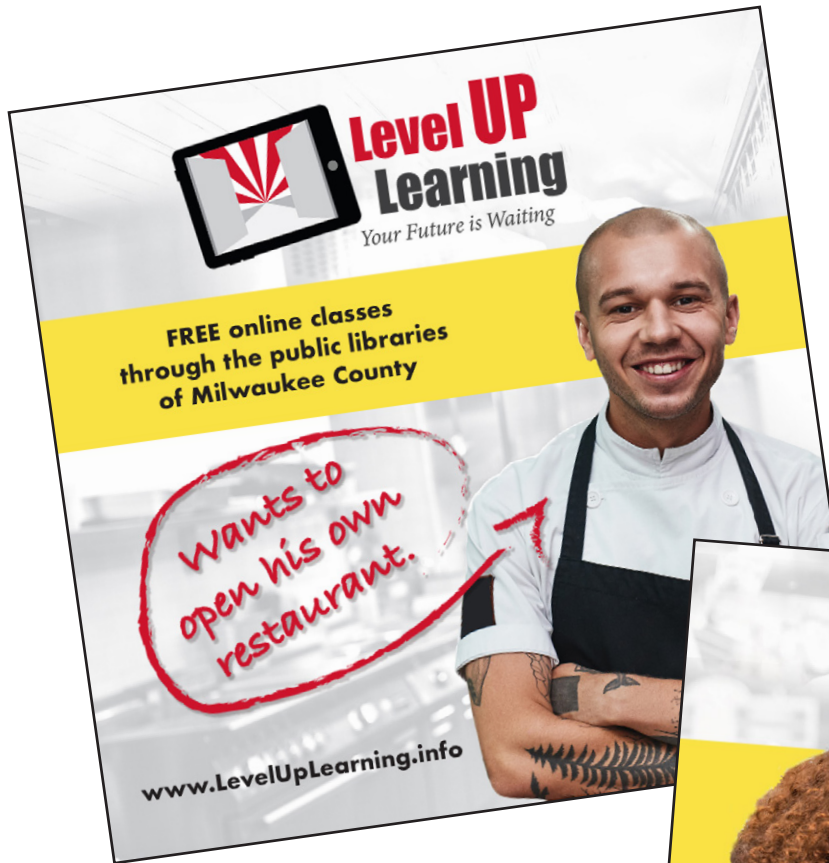
TEACH website: <https://teach.wi.gov/>

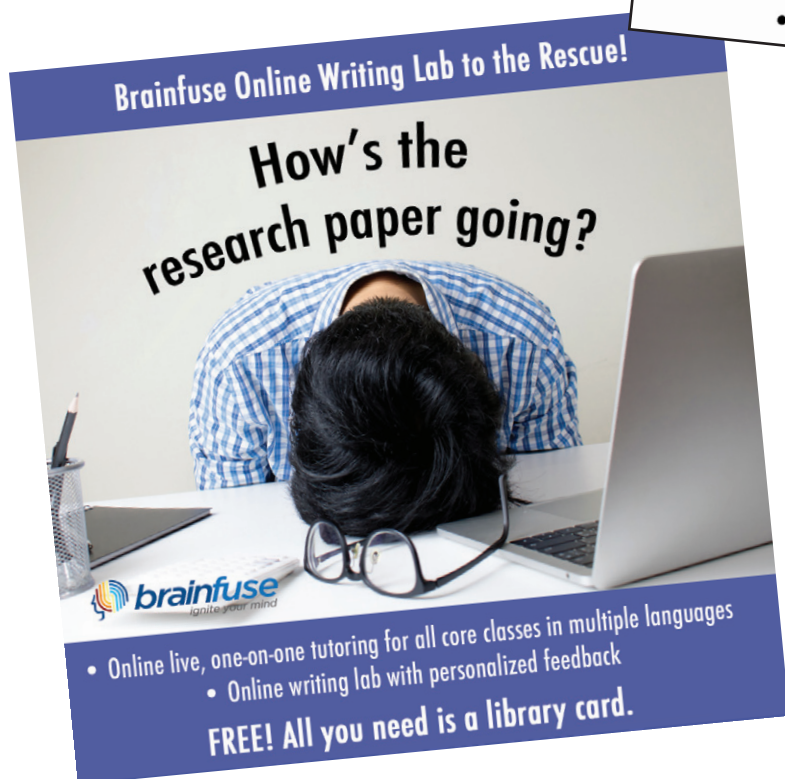
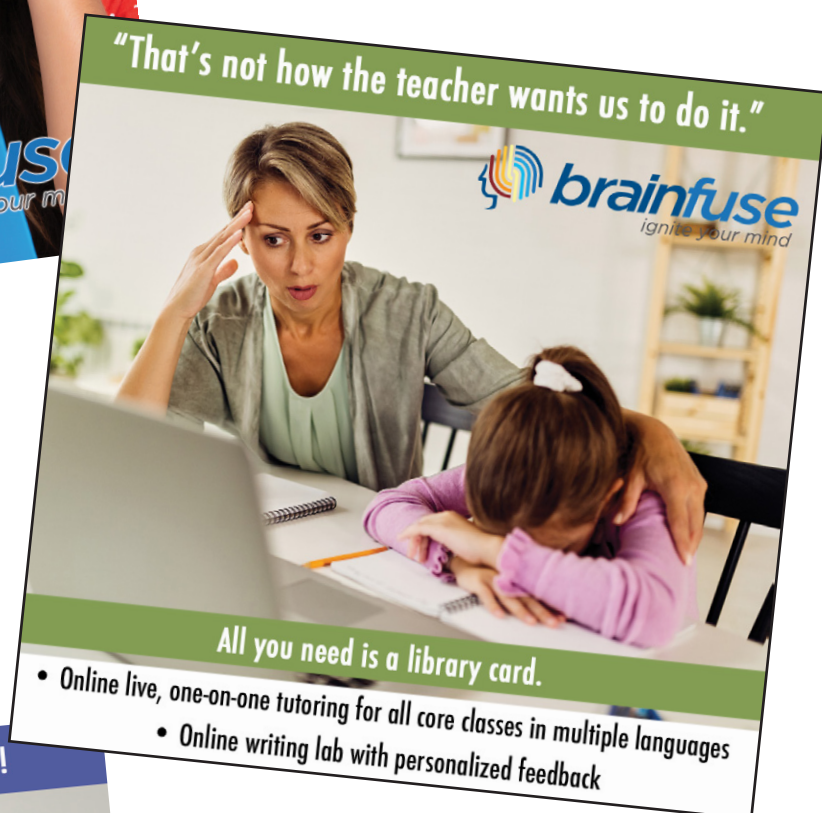
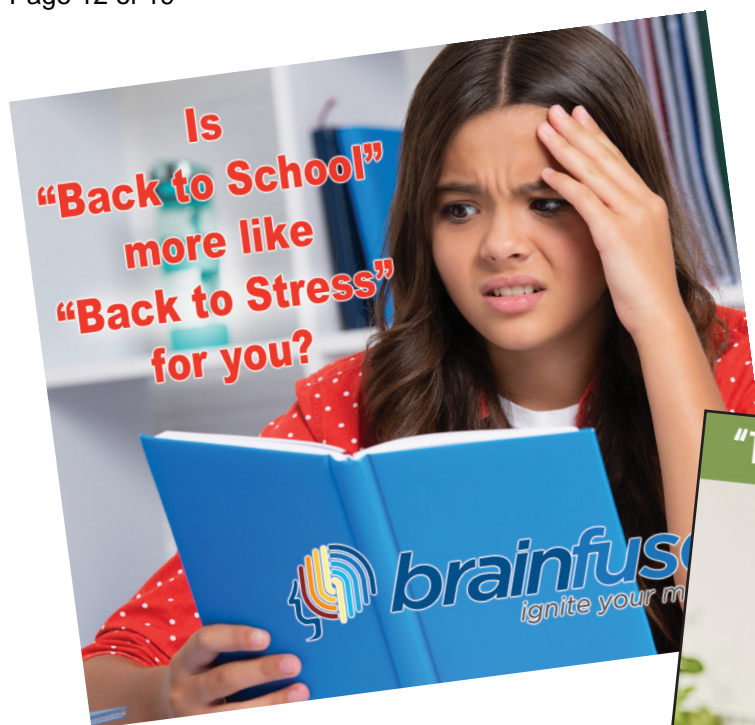
teach@wi.gov | matthew2.yeakey@wi.gov

TEACH: (608) 261-5054 | Direct: (608) 264-6692

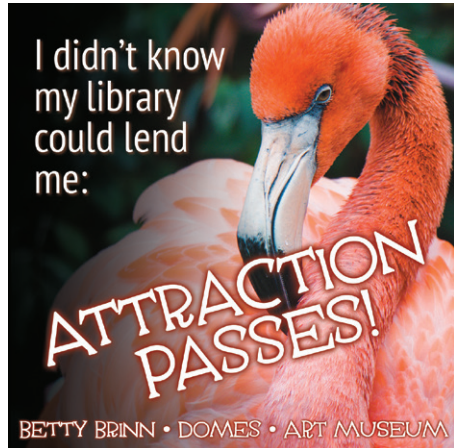
DET values your feedback. Please visit the [DET Customer Satisfaction survey](#) to tell us how we did.

Social media ads

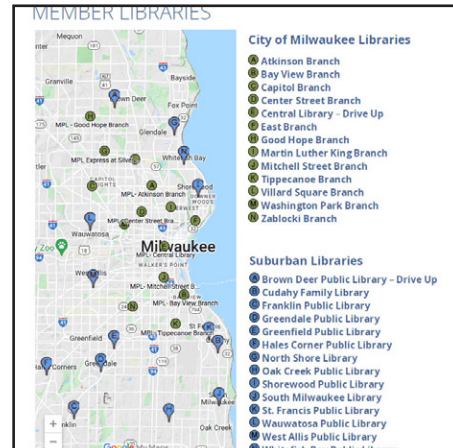




Top Performing Posts of 2022 by impressions



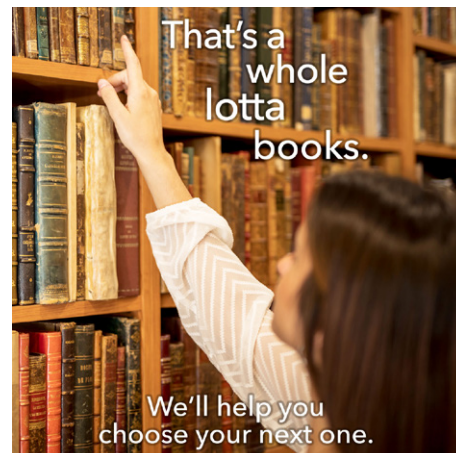
Impressions: 34,294
Likes: 1301



Impressions: 27,555
Likes: 349



Impressions: 34,214
Likes: 290



Impressions: 23,173
Likes: 229



Impressions: 29,043
Likes: 865

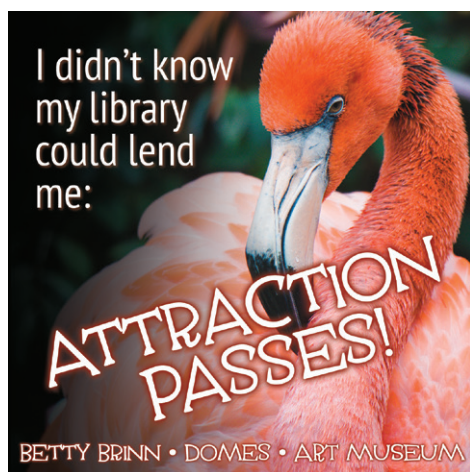
Top Performing Posts of 2022 by likes



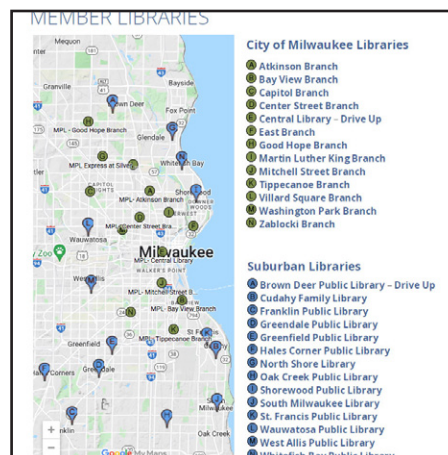
Impressions: 21565
Likes: 1877



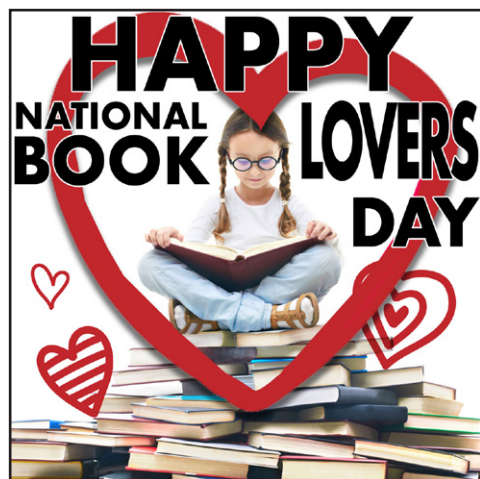
Impressions: 29,043
Likes: 865



Impressions: 34,294
Likes: 1301



Impressions: 27,555
Likes: 349



Impressions: 12,000
Likes: 869

Valpak Ads (started running in August)



FREE online classes through the public libraries of Milwaukee County

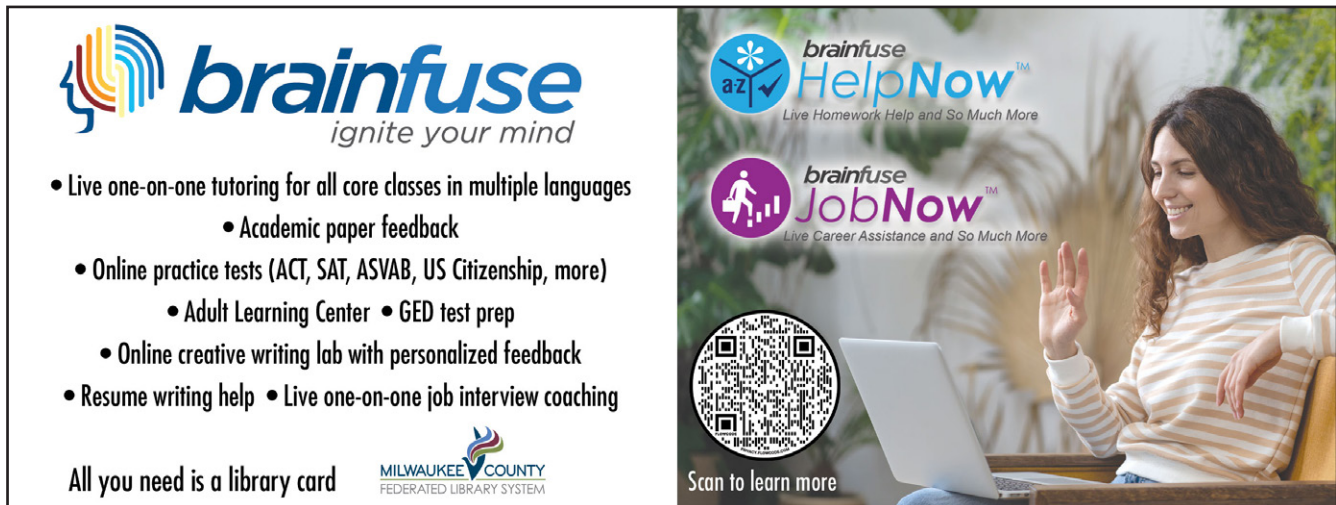
Level UP Learning
Your Future is Waiting

- Career Development
- Job Search Skills
- Computer Skills
- World Languages
- Hobbies / Special Interests
- Tutoring and Test Prep
- Personal finances / Investing
- Improve Your English

Need a library card? Scan here to sign up online!

www.LevelUpLearning.info

MILWAUKEE COUNTY
FEDERATED LIBRARY SYSTEM



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- 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

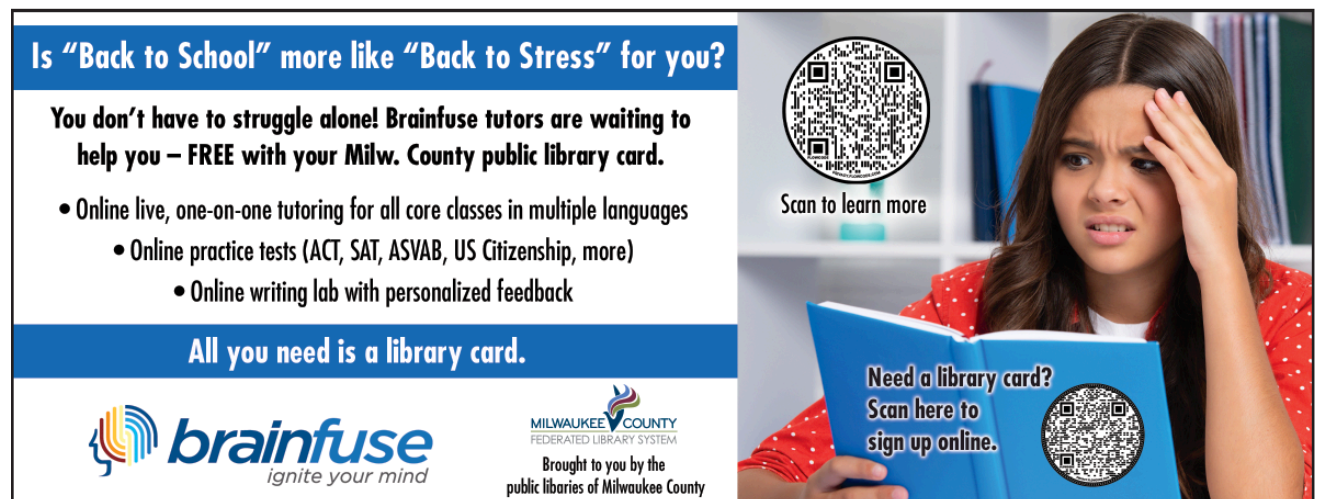
All you need is a library card

MILWAUKEE COUNTY
FEDERATED LIBRARY SYSTEM

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Live Homework Help and So Much More

brainfuse JobNow™
Live Career Assistance and So Much More

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Is "Back to School" more like "Back to Stress" for you?

You don't have to struggle alone! Brainfuse tutors are waiting to help you – FREE with your Milw. County public library card.

- Online live, one-on-one tutoring for all core classes in multiple languages
 - Online practice tests (ACT, SAT, ASVAB, US Citizenship, more)
 - Online writing lab with personalized feedback

All you need is a library card.

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"That's not how the teacher wants us to do it."

Teaching methods change.


Don't let homework time become stressful and frustrating! Brainfuse tutors are waiting to help you – FREE with your Milw. County public library card.

- Online live, one-on-one tutoring for all core classes in multiple languages
- Online writing lab with personalized feedback

All you need is a library card.




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www.mcfls.org/brainfuse

Brainfuse Online Writing Lab to the Rescue!

It's that time of year: big end-of-semester projects, papers, and exams. Don't go it alone – use Brainfuse to get feedback before you turn in your papers. Upload your document, and within 24 hours you will get it back with comments on content, grammar/spelling, organization, and more!


- Online live, one-on-one tutoring for all core classes in multiple languages
- Online writing lab with personalized feedback

FREE! All you need is a library card.




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**How's the
research paper going?**



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www.mcfls.org/brainfuse

MCFLS – 2023 Library as Destination Campaign

Goals

- Bring people back into libraries in person
- Make people aware of all the locations and that they can use them all
- Increase circulation numbers
- Make people aware of all the in-person programming going on / resources available, etc.

Initial impetus:

- IFLS program last year was very successful. Several systems in the state are now developing something similar.
- MCFLS social media post of photos of various libraries that got a lot of attention, showing an interest / willingness to explore and learn more about the county's libraries.

After campaign feedback:

- Numbers from passports
- Numbers from programs attended
- Participation in photo contests
- Circ numbers year over year

Library as Destination Campaign Components:

Library visits punch card

Tracking what activities they did

Passport book –

Stamped for each library visited

Photo scavenger hunt –

ID which photo is which library

Photo Contests:

Photo with item checked out from library of things to do w/ exploration

attraction passes

telescope

metal detector

backpack

binoculars

polaroid camera
video camera
selfie stick
outdoor games

JAN 25 – selfie (Shelfie) contest showing you in your favorite spot at your library

Make a form / website page that allows people to upload their photos & that makes a gallery everyone can see. Maybe that people can vote on? Maybe make it Library Shelfie Week.

For libraries to do:

- Travel book display
- Programs about travel
- Host an open house
- Book club reading
- Arts / crafts about travel
- Scavenger hunt / treasure hunt inside the library
- Milw. Trivia contest

MCFLS Support:

Video Tours of each library

Bus interior cards –

'Take me to the library' or 'Follow me to the library'

Print campaign –

1 card, 27 libraries – rack card / brochure

Print ads (Valpak) on same theme

Press Coverage –

Press releases & outreach to local / regional press to increase awareness

Prizes & Giveaways

PRIZES

- State parks pass
- Go Pro camera
- ipad
- Gas cards
- Bus passes
- Local event tickets
- Compass
- Water bottle
- Model plane / boat
- Books about travel
- Travel journal w/ nice pen

- Roll-up blanket
- Blind date with a book packages
- Framed map artwork of some sort? Milw county w/ all library locations fun map
- UWM Planetarium tickets

GIVEAWAYS

- Stickers
- Pens / pencils
- Bumper stickers
- Magnets

MERCH STORE – patrons can order online

- T-shirts
- Tote bags
- Hoodies
- Scarves
- Mouse pads
- Prints of map
- Notebooks