

709 North Eighth Street Milwaukee, WI 53233

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Notice

Milwaukee County Federated Library System Library Directors Advisory Council

Regular Meeting Thursday, December 7, 2023 10:00 AM – 12:00 PM

This meeting will be held:

Online at

Meeting URL: <u>CLICK HERE</u> Meeting ID: 878 7080 9068 Passcode: Djbm8LW8 Telephone Passcode: 47632933

Agenda

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

- 1. Call to order and welcome.
- 2. Additional agenda items/adoption of agenda.

Action

3. Approval of minutes for the November 2, 2023 LDAC meeting.

Action Attachment A

Helping the public libraries in Milwaukee County SERVE YOU BETTER

www.mcfls.org

Topics Requiring Action or Discussion.

- 4. Discussion regarding CIPA filtering. What is your library doing? Do you have concerns with access?
- 5. 2023 annual report changes and coming changes for 2024.

Attachment B

6. 2024 LDAC Chair.

Attachment C

7. Proposed LDAC meeting schedule for 2024.

Technology

8. CountyCat mobile app update.

Attachment D

9. New MCFLS phone system and impact on member libraries.

Attachment E

10. All of Us grant project update.

Informational.

11. System marketing update.

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/youth/yameetings

Next Meeting

Tentatively scheduled for Thursday, January 4 via Zoom online meeting software.

<u>Adjournment</u>

Milwaukee County Federated Library System
Library Directors Advisory Council
Regular Monthly Meeting held Thursday, November 2nd, 2023
10:00am –12:00pm
Via Zoom meeting software

Present: Tristan Boswell, Chair and South Milwaukee Public Library

Amy Krahn, St. Francis Public Library Nyama Reed, Whitefish Bay Public Library Michael Koszalka, West Allis Public Library Jill Lininger, Oak Creek Public Library

Stephanie Lewin-Lane. Hales Corner Public Library Dana Andersen-Kopczyk, Brown Deer Public Library

Marion Royal, Milwaukee Public Library Pete Loeffel, Wauwatosa Public Library Rhonda Gould, North Shore Library Karli Pederson, Milwaukee Public Library Brian Van Klooster, Greendale Public Library Jennifer Einwalter, Greenfield Public Library

Excused: Rebecca Roepke, Cudahy Family Library

Jennifer Loeffel, Franklin Public Library Hayley Johnson, Shorewood Public Library

MCFLS Staff: Steve Heser, Director

Jen Schmidt, Library Systems Administrator

Brittney Hornung, Business Manager Belinda Lai, Library Systems Technician

Guests: Beth Henika, Milwaukee Public Library

Call to Order.

Chair Boswell called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees Library Directors Advisory Council to order at 10:01 a.m.

Director Heser shared that Jennifer Einwalter is the new Director of the Greenfield Public Library and will see if she can introduce herself at a later time. Marion Royal from the Milwaukee Public Library will also be attending LDAC meetings and gave a brief introduction.

Additional Agenda Items/Adoption of Agenda.

Nyama Reed added a question regarding RSS feeds. Director Heser added discussion for suburban WPLC steering committee member and an update to the WPLC dashboard investigative committee. Stephanie Lewin-Lane motioned and Brian Van Klooster seconded the motion to adopt the additional agenda items and approve the agenda as presented. Unanimously approved.

Approval of Minutes for the October 5th, 2023 LDAC Meeting.

Chair Boswell referred to the minutes of the October 5th, 2023 meeting shown as Attachment A of the agenda packet. Nyama Reed motioned and Marion Royal seconded the motion to approve the minutes as presented. Unanimously approved.

TOPICS REQUIRING ACTION OR DISCUSSION

Requirements for obtaining a library card in Milwaukee County.

Director Heser referred to the topic of requirements for obtaining a library card in Milwaukee County shown as Attachment B of the agenda packet. Based on statements in the member agreement, library card owners must have their primary residence within the system boundaries and not simply own property. In New Patron Input Standards there is another statement that cards are only issued to residents residing in the eligible communities. Residents outside of Milwaukee County may purchase a "fee card" from some MCFLS member library locations. Nyama Reed asked if this also covers employees working in the Milwaukee County libraries but living in another county. As of now, employees who live outside of the county have been given fee cards with the fee waived. Marion Royal asked if this applies to part-time residents who might reside in a resort community in Milwaukee County part of the year and a different location part-time. Director Heser explained that this would apply to whichever residence is their primary residence. Discussion ensued. This topic will be added to discuss during Strategic Planning.

Proposed LDAC meeting schedule for 2024.

Director Heser presented the proposed LDAC meeting schedule for 2024 which includes sign up for host sites. This is an online document that can be edited to add which library is willing to host. In person meetings will be scheduled for April-October with all other months being virtual. This will be reviewed and voted on during the December LDAC meeting. Director Heser also suggested the idea of having a MCFLS Directors retreat. This retreat could include speakers or group discussions on system services or MCFLS issues. Stephanie Lewin-Lane suggested having this retreat instead of a LDAC meeting one month. Nyama Reed suggested holding the retreat in July because there is no meeting that month and then there would be no missed LDAC meeting. Amy Krahn shared that at the small libraries meeting there was expressed interest in a MCFLS workshop or presentation on strategic planning that would be good for a retreat topic. Director Heser will work with the incoming LDAC Chair on timing and topics for this retreat.

TECHNOLOGY

Newsbank update.

Director Heser shared an update on the Newsbank subscription. There will be an authentication process in place for patrons trying to access Newsbank remotely. Libraries currently using Newsbank can continue as normal and all other libraries that signed up for usage will be able to use as of January 1st 2024 but possibly sooner.

Update on changes to bibliographic database, including authority control.

Jen Schmidt shared an update on changes to bibliographic database and authority control. Northern Waters Library System received a LSTA grant to offer an authority control project for any systems interested in participating. MCFLS and MPL decided to participate and use Backstage to review and update bibliographic database records. Nyama Reed asked is this project included updating the language to be more inclusive and diverse. Jen Schmidt shared that this is one of the benefits to the project which allowed the entire bibliographic database to Backstage to get updated headings. The CCDM staff are still

in the process of reviewing the records and this project will be completed annually for the next 3 years. Karli Pederson shared that this is still ongoing and will take some time to finish but is moving the bibliographic database in the right direction. Karli Pederson shared that there is also a new CCDM manager, Emily Vieyra, with MPL that will be focusing on the project moving forward.

INFORMATIONAL

Strategic planning update

Director Heser shared an update on Strategic planning. The patron satisfaction survey that was posted on social media and through an email blast have successful with over 10,000 survey responses. Initial findings of the surveys showed positive responses to delivery and services. This will be reviewed in more detail during the visioning session at the January 18th Strategic Planning meeting. There is a SWOT survey being developed for internal staff to complete so that data is collected to be used for the visioning session. This survey should be sent out in the next week or two.

<u>Legislative update</u>. <u>Latest on library-related bills introduced</u>.

Pete Loeffel shared updated information on legislative information and library related bills being introduced. Pete Loeffel shared and explained some of the bills being introduced and what this means for libraries. Senate Bill 10 states that libraries need to have restrictions to access to harmful materials for minors. Senate Bill 305 proposes to remove the exemption of school libraries from protection from prosecution for employees of libraries and educational institutions possessing obscene materials. Senate Bills 597 and 598 states that parents have the right to request notifications of materials that their child checks out from the school or public library. Discussion ensued.

ADDITIONAL AGENDA ITEMS

RSS feeds

Nyama Reed shared that the RSS feed is not operational at the moment and asked if anyone else has experienced this or if this will be working again soon. Director Heser shared that he is working on the script and it should be operational soon.

WPLC Steering Committee

Director Heser shared some changes to the representation to the steering committee. In years past there have been two representatives, one from MPL and one from a suburban library. This has been increased to three representatives which will include two MPL and one suburban representative. Director Heser will share information on time commitment and what is expected from the representatives.

WPLC Dashboard workgroup

Director Heser shared that WPLC is looking for a replacement to the current dashboard that would hopefully be used statewide. The committee is currently reviewing different options that could be covered by DPI if it works with all systems. Director Heser will share any developments going forward.

ILL change

Amy Krahn asked if there was a timeline to the ILL change. Beth Henika shared that this should go live and be communicated by next week.

MEMBER LIBRARY UPDATES

Whitefish Bay- This coming Monday the budget will be reviewed by the village board which included a 20% health insurance increase, 10% more than anticipated.

Milwaukee Public- Beth Henika will be covering Karli Pederson's LDAC and WPLC spot while she is on leave.

Greendale- There is a group of small libraries meeting before LDAC each month to discuss issues related to smaller libraries. The polls sent out have been helpful and if there are any other ideas for future polls please share.

South Milwaukee- Completed an upgrade to children's play area with a projector and new interactive toys. Received a technology grant for computer lab along with training and technology courses. Cleaned out 30-40 years of refuse that can now be used for library program space. The projector will also be used on non-school days for entertainment for kids.

Hales Corners - received a WiLS grant to turn their prairie into a learning prairie. Looking into an audio tour and putting in a path of paver stones that can be wheelchair accessible. If anyone knows a good company to help with paver stones please reach out.

SUB-COMMITEE 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, December 7th, 2023 at 10:00 am, via Zoom online meeting software

With no further business, Stephanie Lewin-Lane motioned and Brian Van Klooster seconded to adjourn the meeting at 11:50 am. Unanimously approved.

What's new in the 2023 Wisconsin Public Library Annual Report?

Revised 11/10/23

Section I and Ib. Address(es)

UPDATE. *Revision 11/10/23.* Mailing Address is requested. City and ZIP code will be collected for mailing address. Please verify the ZIP+4 code for the Street Address is correct. When a PO Box is provided for Mailing Address verify that the ZIP+4 code is corresponds to the PO Box number.

Section lb. Outlet Information

CLARIFICATION. All libraries with one or more branch libraries should carefully review the main library / administrative entity to verify that the information is up to date. For example, if square footage changes the update must be made in Section 1 and Section 1b.

Section III. Library Services

Revision 10/13/23. In response to concerns from Libraries and Library System, Registered Borrowers, questions 3a for resident borrowers and 3b for nonresident borrowers, will remain unchanged for the 2023 Annual Report. Report these counts following the same process used for the 2022 Annual Report.

Section VI. Library Operating Expenditures (Section number corrected 9/15/23)

CLARIFICATION. System funds granted to Libraries and held in the Library account are considered Library Funds. If System funds purchased the services or materials, then these expenditures should be reported on the System Annual Report. If Library funds were used for the items, regardless of whether the System reimbursed the Library, then these expenditures should be reported on the Library Annual Report.

UPDATE. Question 2. Clarification of the Employee Benefits - Review the list of employer paid costs which should be included:

- Contributions to retirement and pension funds
- Tuition reimbursement
- Premiums for insurance
- Housing reimbursement
- Payroll taxes for Social Security and Unemployment
- Any other fee paid based on number or salary of employees

UPDATE. *Revision 10/13/23*. Question 4. Fees and Contracts for Services from Other Libraries, Municipalities, and Systems - For each fee or contract indicate the service provider receiving the

funds, description of service, type as contract or fee, and amount. A contract is a negotiated agreement while a fee is a monetary amount imposed upon the library.

Section VIII. Other funds

CLARIFICATION. When the 'No Other Funds' box is checked in LibPAS the remaining responses in Section VIII should be left blank.

Section IX. Trust Funds

CLARIFICATION. When the 'No Trust Funds' box is checked in LibPAS the remaining responses in Section VIII should be left blank.

Section X. Staff

NEW. Questions 1a and 1b. For each personnel listing provide both the local position title and select the job title from Appendix A of the Annual Report Instructions. The job titles in Appendix A represents a set of 46 standard classifications. Review the job descriptions to identify the closest match based on duties and responsibilities.

Section XII. Technology

NEW. *Revision 11/10/23*. This section contains a revised set of questions. Responses are required for all questions. Supporting comments are optional.

COVID 19 Information

UPDATE. This section is removed.

Send your questions and completed reports to <u>LibraryReport@dpi.wi.gov</u>.

1973	Library Milwaukee	Chair	Total
	Milwaukee		1
14//		Krug	
	Whitefish Bay	Eggum	
	Greendale	Chapple	
	Greendale	Chapple	
	Wauwatosa	Schmidt	
	Oak Creek	Scott	
	Oak Creek Shorewood	Scott	
	Hales Corners	Esquivel Labott	
	Brown Deer	Morris	
	West Allis	Ruelle	
	Greendale	Niebuhr	3
	Wauwatosa	McGowan	2
	Franklin	Bellin	
	Oak Creek	Tasnadi	
	Greenfield	Delke	
	South Milwaukee	Paulaskas	
	Franklin	Bellin	
	Cudahy	Nelson	
	Greenfield	Delke	
	Hales Corners	Laughlin	
	South Milwaukee	Pfeiffer	
	West Allis	Mulvey	2
	Greenfield	Delke	_
	Oak Creek	Talis	
	Franklin	Bellin	
	Shorewood	Carey	
	St. Francis	Luczywko	
	Franklin	Roark	
	Milwaukee	Crooks	
	Whitefish Bay	Blaschka	
	Shorewood	Carey	
	Brown Deer	Gutkowski	
	Cudahy	Roepke	2
	Franklin	Roark	
2008	Hales Corners	Laughlin	
	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	
2016	Franklin	Muchin-Young	6
2017	Greenfield	O'Brien	4
2018	Hales Corners	Laughlin	4
2019	North Shore	Draeger-Anderson	2
	Milwaukee	Arndt/Pinger	4
	Oak Creek	Lininger	5
	St. Francis	Krahn	5 3 3
	South Milwaukee	Boswell	
2024	Whitefish Bay	Reed	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.			



The CountyCat Mobile app will soon be on version 2023.1. Look for an update in iOS and Google Play. Patrons new to the app, can use the App store icons at the right to download it!

FAQ

Page 10 of 32

Please **read through these FAQs** to get answers to your questions about the app.

NEW FEATURES

- The app now features a two-step login process. This is an additional security measure to prevent bad actors from automating a brute force attack against the service. It is also implemented to improve the app's performance.
- Buttons now display near the top when you are logged in. The buttons alert you when materials are overdue, coming due and/or ready for pickup. See the image to the right here.
- The barcode displays near the top of the first screen rather than at the bottom. Remember, you may use this barcode for checkout at any public service desk or self check machine!
- Book jacket images have been increased.
- There is a **My Lists feature** where you use a bookmark icon to save titles to your own custom lists. Lists are stored under My Account. **Here is a handout on how to add titles to a list**.
- On the search results display, the **filters have been moved to the top of the screen**.
- Holds for an account, **now display in a new order**: first are the READY FOR PICKUP items, then items IN TRANSIT to the pickup location and finally ON HOLD items at the bottom.
- There is a new AVAILABLE ONLY button in the full record display that shows only copies not



CountyCat Mobile App - Milwaukee County Federated Library System MCFLS LDAC - December 2023 Page 11 of 32

checked out, in transit or in process.

https://www.mcfls.org/countycat-mobile-app-2/ MCFLS LDAC - December 2023 Page 11 of 32

OTHER FEATURES REMAIN

- The ability to view the Hold Pickup By date for your holds,
- The ability to place and cancel holds at any point in the holds process,
- The ability to view your reading history,
- The ability to link another person's library account to your own, and
- The ability to change the language of the app.

Use the app to manage holds, renew materials, find library hours as well as read about library news. Let us know what you think.

12/1/2023, 10:50 AM

NEW MCFLS INTERNAL PHONE SYSTEM

BACKGROUND

System staff are proposing a replacement for our current internal phone system that includes seven staff extensions, a helpdesk line, off-hours line and a public number to route calls using a phone tree. Our current system utilizes phone service provided by MPL by way of the City of Milwaukee and has served our needs to this point. MCFLS is charged quarterly using a formula that divides costs equally among users based on the number of lines we have. Any changes to our service are routed through MPL to the City of Milwaukee, sometimes involving complex scripting to accommodate our routing needs.

REASON FOR THE CHANGE

We are proposing the changes for a few reasons:

- Improved service to member libraries and patrons. MCFLS staffs the helpdesk line from 7 am to 8 pm during the week, using a combination of part-time and full-time staff. It's imperative that we route calls appropriately during these periods. Coordinating the correct handoff of helpdesk responsibilities among staff is difficult with the current system. This is not to place blame, but we are asking a lot of the current system to meet our needs.
- Improved management of phone system. Our current system requires us to route requests for changes or resolution of issues through MPL to the City of Milwaukee. While MPL has been incredibly responsive to our needs, this process can result in delays and a lot of back and forth with multiple parties. Managing our own system will allow us to make those changes quickly and with the necessary access to make additional changes if necessary.

PROPOSAL

System staff are proposing to enter into a new contract with Professional Communication Solutions for phone service using RingCentral, a cloud-based communications service. The contract would include seven staff extensions, three additional local numbers for service lines, new desktop phones, and a cloud management interface. The contract requires a 36-month term.

COSTS

The current system costs MCFLS on average \$112 a month. The proposed contract would cost \$247/month or an additional \$1,620 additional per year. The installation costs are \$2,209 and would be covered with contingency funds in 2023.

Marketing Report for 2023

LIBRARIES ROCK FOREVER. THE END.

Print Advertising

- Valpak one mailing in January, to most of the county
- Vericast "SAVE" home delivered ad wraps. This covers the northwest section of the county. 6 mailings (every other month).
- Community Magazine Publications (2x per year for each)
 - South Milwaukee Bridges
 - Oak Creek Current
 - Greendale Life in the Village
 - St. Francis

It's lime For Pege 14 of 32 Ammer Reading!

toing program at the library is full of fun for everyone!



our y Public Library to sign up, or check sit so see if they use the Beanstack app.

Jur dends, find new challenges, and log other things like and g a library progam.

Summer Reading:

- Encourages life-long reading habits.
- Supports reluctant readers and improves self-esteem.
- · Helps children maintain their regular keing Report
- Stimulates interest in the library and reading. 2 of 20



Greendale Public Library

- Free wifi and public use computers. Printing and copying available.
- Check out Explorer Passes to many area attractions.
- Engaging programming for kids, teens, and adults.

5647 Broad St, Greendale • (414) 423-2136 www.greendale.org/departments/library







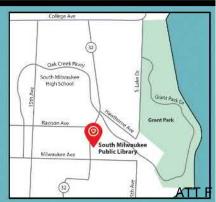
South Milwaukee Public Library

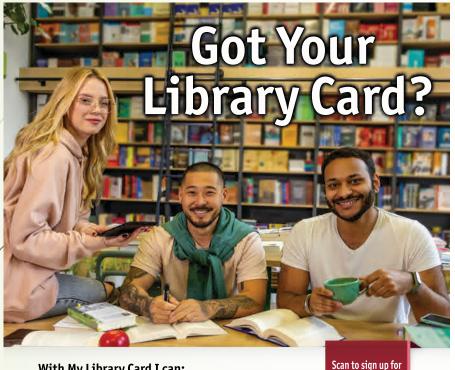
- Free notary service for South Milwaukee residents.
- Remote printing: send from anywhere, pick up your prints at the library.
- Fun community programming for all ages.

1907 10th Ave • 414-768-8195 www.smlibrary.org

Take a virtual tour of the library!







With My Library Card I can:

- · Borrow books, movies, and music.
- · Get help with homework.
- · Borrow games, video games, and puzzles.
- · Borrow family passes to local attractions like Betty Brinn, the Art Museum, and the Domes.
- Take classes online to learn new business skills, a language, a new hobby, and more.
- · Borrow ebooks to read on a phone or tablet.
- . Borrow audio books to listen while commuting, working out, walking the dog, etc.

Experience the money-saving power of a library card!





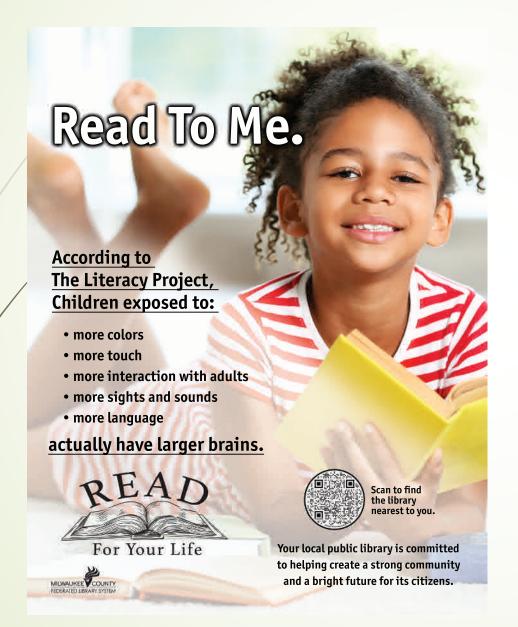
your library card

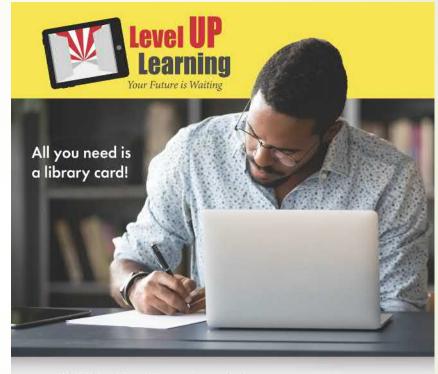


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MILWAUKEE COUNTY

For Your Life





FREE online classes through the public libraries of Milwaukee County

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

www.LevelUpLearning.info







Need a library card? TT Spline 2023 Marketing Report

6 of 20

Radio Advertising

- WHAD -- radio sponsorship spots & ad placement in enewsletters
- HYFIN Radio Milwaukee on air sponsorship spots every other month
- **■** B93.3
 - "Read with B" (Sept/Oct) -- on air ads, 3 library visits (videos posted to their website and youtube).
 Collaboration with Bridges System
 - "Winter Wonders" (Nov/Dec) signage at drive through light show (Boerner Botanical Gardens), swag in gift bags, on-air ads.

Social Media Presence

- **a** (as of 11/25):
 - 202 posts (FB and Instagram)
 - FACEBOOK
 - 852 new page followers (3,794 FB followers total)
 - 159,012 reach
 - 18,673 interactions
 - INSTAGRAM
 - 149 new followers (475 IG followers total)
 - 29,182 reach
 - 1,812 interactions

Social Media Demographics

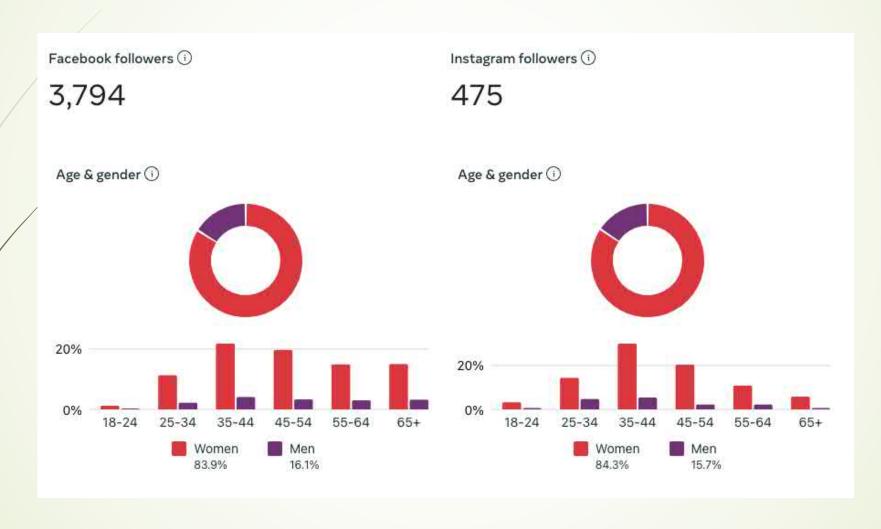


Photo Contest – 32 participants Photo Scavenger Hunt – 538 participants









ATT F - 2023 Marketing Report 10 of 20

MCFLS LDAC - December 2023 Page 23 of 32

Library Video Tours

(3 done, much more to come!)



2024 Marketing Plans

LIBRARIES STILL ROCK. EVEN MORE. THE END.

Family Literacy Campaign



Why a campaign for "family" literacy?

According to the <u>Literacy Gap Map</u> from the <u>Barbara Bush Foundation for</u>

Family Literacy, in Milwaukee County, **25% of adults** are at or below the lowest literacy level, and 20.5% live below the poverty level. About <u>15% of these</u>

residents say their <u>overall health is either "fair" or "poor,"</u> the report says.

– Milwaukee Journal Sentinal, Oct. 3, 2023

A child of parents with low literacy is 72% more likely to have low literacy.

Adult Resources

■ The Juice

- An online platform that published five news articles Mon-Fri. When a user signs on, they can choose what reading level to be shown, from 5th grade through 11+.
- Our intent is:
 - To encourage families to read together the lower level makes it easier for kids or adults with lower reading skills. The content is of interest to encourage people to read it.
- MCFLS has purchased a 1 year unlimited use license.
- Our license will begin Feb. 1, 2024.

Adult Resources

Reading Horizons

- An online platform that provides personalized tutoring that is selfdirected.
- The program begins with an assessment test, and then serves up lessons that are tailored to the student's reading level. It can go all the way down to the alphabet and letter sounds.
- We recognize that not every library can accommodate a program with in-person tutors, and not every student can or will come in person.
- MCFLS has purchased a 1 year unlimited license, to begin 2/1/24.

Adult Resources

■ Tutors in Libraries

- Tutors from Literacy Services of Wisconsin will come into libraries to provide weekly sessions with students.
- Eight libraries have indicated an interest so far.
- We have a meeting scheduled for Dec. 13th to discuss with the director of Literacy Services.



Video ads and Shorts on Youtube will be running, with links that will go to a landing page with more video instruction/info.

"Living Libraries" Passport Program



(We said it last time, but we mean it this time.)



- Probably to run in late winter / spring
- Working with both print materials and an app for smart phones – discussions still in progress.
- People will visit libraries to earn points toward prizes
- If using physical materials, we are looking at setting up a "self-serve" way to stamp their books – no library staff involvement needed.

