



AGENDA
Council on Library and Network Development
November 9, 2012
10 a.m. – 3 p.m.
Mead Public Library
710 North 8th Street
Sheboygan, WI 53081

- 1. Call to Order (10 a.m.) Sandra Melcher, Chair
2. Roll Call/Determination of Quorum Roslyn Wise
3. Welcome to the Mead Public Library Sharon Winkle, Director
4. Adoption of Agenda All Action
5. Approval of Minutes for September 9, 2012 meeting All Action
6. Report of the Chair (10:20 a.m.) Sandra Melcher Information, discussion, possible action
a) Correspondence: letter supporting DPI biennial budget; letter congratulating Steve Sanders on his retirement; thank you letter to Patrick Wilkinson for hosting September meeting
b) Update on WI Prison Literacy Project collaboration with WI Council of Churches Bob Koechley Information, discussion, action
7. System mergers discussion (10:30 a.m.) David Weinhold, interim director, Eastern Shores Library System Information, discussion
8. Library Legislation Update (11 a.m.) Kurt Kiefer, Walter Burkhalter, Martha Berninger, Nancy Anderson Information, discussion
a. State DPI Budget Report
b. Federal
9. Rethinking Public Library Staffing and Funding – continued from July meeting (11:20 a.m.) Mike Bahr Information, discussion

Working Lunch (12 p.m.) – short break then continue with agenda items if needed

10.	Visioning Summit Beginnings Report recommendations progress update (12:45 p.m.) a) Update on School Library staffing workgroups	Nancy Anderson	Information, discussion, possible action
11.	Presentation and Tour, Mead Public Library (1:00 p.m.)	Sharon Winkle	Information, discussion
12.	Common School Fund and integrated library media technology plans (1:45 p.m.)	Nancy Anderson	Information, discussion
13.	COLAND Goals Committees (2:10 p.m.)	Sandra Melcher, Annette Smith	Information, discussion, action
14.	Suggestions for Future Agenda Items (agenda topics for future meetings, with location mentioned if relevant to the agenda topic) a) Invite Stef Morrell to give a presentation on the WILS reorganization (suggested by Patrick Wilkinson) b) Formalize a plan for getting information to help establish goals for 2013-2014 (suggested by Annette Smith) c) LSTA 5-year goals (Terrie Howe) d) Potential costs for a statewide platform for licensing materials versus 17 systems doing it individually (Martha Berninger will report at a future meeting)	Sandra Melcher/All	Information, discussion, action
15.	Future Meeting Dates and Locations a) January 11, 2012 – Web meeting Other suggested venues for future meetings – Madison Public Library, Goodman (South) Branch and visit to SCLS Delivery Service (suggested by Kristi W.); UW LaCrosse/LaCrosse Public Library; Black River Falls Public Library (suggested by Kristi W.), Portage School District (Annette). Also, look at moving around state to get input (May WAPL, March WEMTA), Minoqua for July of 2013.	Sandra Melcher, all	Discussion, action
16.	Review follow-up items	Sandra Melcher	Discussion
17.	Announcements	All	
18.	Adjournment (3 p.m.)	Sandra Melcher	Action

COUNCIL ON LIBRARY AND NETWORK DEVELOPMENT

Meeting Minutes
November 9, 2012
Mead Public Library
710 North 8th Street
Sheboygan, WI 53081

Members Present: Barbara Arnold, Madison
Michael Bahr, Germantown
Nita Burke, Darlington
Cara Cavin, Verona
Joshua Cowles, Fond du Lac
Miriam Erickson, Fish Creek
Rhonda Gould, Burlington
Doug Lay, Suamico
Sandra Melcher, Milwaukee
Cal Potter, Sheboygan Falls
Joan Robb, Green Bay
Emily Rogers, De Pere
Annette Smith, Milton
Kris Adams Wendt, Rhinelander
Patrick Wilkinson, Oshkosh
Kristi Williams, Cottage Grove

Members Absent: Ewa Barczyk, Milwaukee
Frances Cherney, Milladore
Bob Koechley, Fitchburg

DPI Staff: Martha Berninger
Walter Burkhalter
Kurt Kiefer
Roslyn Wise

Presenters and Guests: Sharon Winkle, director, Mead Public Library
Mark Zehfus, deputy director, Mead Public Library
David Weinhold, interim director, Eastern Shores Library System
Rebecca Peterson, director, Manitowoc-Calumet Library System

1. CALL TO ORDER

Chair Sandra Melcher called the meeting to order at 10 a.m. She welcomed new COLAND members in attendance today who were not at the September meeting.

2. ROLL CALL/DETERMINATION OF QUORUM

Roslyn Wise called the roll; 16 members were in attendance at roll call so a quorum was

present.

3. WELCOME TO MEAD PUBLIC LIBRARY

Sharon Winkle, director, welcomed the group to Mead Public Library and gave a brief history of the many buildings housing the long-established facility, along with an overview of the current building. She introduced the library's deputy director, Mark Zehfus, who will be observing today's meeting.

Sandra welcomed new COLAND members not in attendance at the September meeting and asked them to introduce themselves: Josh Cowles, Fond du Lac library IT director, and Emily Rogers, Coordinator of Public Services at UW-Green Bay's Cofrin Library. All other members in attendance introduced themselves around the table.

4. ADOPTION OF THE AGENDA FOR TODAY'S MEETING

Miriam Erickson moved to approve the agenda, Cal Potter seconded motion; the motion was approved.

5. APPROVAL OF MINUTES FROM THE SEPTEMBER 9, 2012, MEETING

Kris Adams Wendt noted the minutes listed her as attending the September meeting but she was not there. Doug Lay moved approval of the minutes as corrected; Cara Cavin seconded the motion; the motion passed.

6. REPORT OF THE CHAIR

- a) Correspondence -- Sandra stated the letter written in support of DPI budget is not yet completed and will be shared with members when ready. Today's meeting packet included a copy of the thank you letter sent to Patrick Wilkinson, Director, Polk Library, UW Oshkosh for hosting the September 14 meeting and a letter to Steve Sanders recognizing his support and assistance to COLAND and wishing him well in retirement.
- b) Update on WI Prison Literacy Project collaboration with WI Council of Churches -- Sandra reported that the state prison library central office position was filled; she noted there is also a new secretary for the Department of Corrections. Kris Adams Went moved

that the COLAND chair would write to the new DOC secretary introducing COLAND and explaining the literacy project COLAND has developed; Barbara Arnold seconded the motion. The motion was approved.

Cal Potter suggested inviting new Secretary of Corrections to a COLAND meeting in the Madison area.

7. SYSTEM MERGERS DISCUSSION

David Weinhold, interim director of Eastern Shores Library System (ESLS), reported that the idea of merging ESLS with another library system emerged with retirement of the system director in June 2012. The idea was shared with the system board and asked them to consider investigating a merger. State statutes have a provision for merger of two library systems, which requires approval by the library system boards and the county boards. David added that he also feels the public libraries involved must be on board. He has examined the pros and cons of merging with systems considered likely for merger: Waukesha County, Winnefox, and Manitowoc-Calumet emerged because of their proximity to Eastern Shores Library System. He met with the library systems to discuss the issues involved: geography (size – expand to middle of state; single county system (Waukesha) would need to give up some autonomy) and system services: examined what libraries want in a new system, looked at which partners offer these services and then need to make a choice. Financial impact of a system merger is under study. Mike Bahr asked if there would be some financial savings in administrative expenses. Cal Potter inquired about what member libraries say. David reported the member libraries are the ones who presented the merger idea as libraries are in the second year of 10% cut in funding. They suggest money will be used more effectively over a larger area. David said he sees a need to explore merging workplace cultures to ensure they will function well together or the merger might not be successful. A recommendation on possible merger is desired by early 2013. Cal suggested keeping legislators informed of the process so they are not surprised at a later time; perhaps call them in and let them know what is happening. There was discussion about the impact of merger on affected libraries and library systems, as well as on what other states have done (Illinois went from 18 systems to 3). Mike B. reiterated that focus needs to be on service to patrons; financial savings is just a bonus. Kris Adams Wendt suggested this is a teachable moment to inform legislators what systems do; they are probably getting calls from telephone companies about money going to

systems through the Universal Service Fund.

Walter Burkhalter distributed two handouts: “Alteration of System Territory” and a paper on a WiLS Proposal for Public Library System services. The first paper offers three options:

1. Merger of two systems
2. County withdrawal from a system
3. County joining a system after withdrawal

He noted this is the first time a system is exploring merger options. The difference between Wisconsin and other states is that we don’t have a state library telling libraries and systems what to do. The state does not have the authority to tell systems to merge or not. Walter commented that Wisconsin has never had a merger situation before. He added that DPI had hoped to put together a task force to look at possible mergers but the political climate is not good so the task force has been put on hold. In response, SRLAAW asked WILS to develop a proposal for a summit on system size and structure. The WiLS paper, from October 2012, presents WILS proposal for Public Library System services/configuration discussion process. SRLAAW members are pleased with the proposal and planning is underway.

Kurt Kiefer noted DPI supports the WiLS proposal and he added that he found files in his office from 2000 with Larry Nix proposing some of the same ideas that have now re-emerged in 2012. He said library systems don’t necessarily have to merge to create savings; services can be merged to create savings as well. The focus is on best practices; focus on continuing to add value as times change.

Walter Burkhalter said Act 420 streamlined merging systems. Cal Potter shared how delivery of library service changes is difficult; for example, many librarians did not support Act 420. He reviewed the history of changes in which he has been involved since 1970s.

Rebecca Peterson, director of Manitowoc-Calumet Library System was introduced and asked: do we want to maintain our low level budget of providing minimal services? Or, bump up to providing more services to surrounding systems provide and charge that back to member libraries? Her board is now open to exploring that structure which she learned did not exist in previous conversations of shared services.

8. LIBRARY LEGISLATION UPDATE

Kurt reported that Act 21 ruling, which gave the governor authority over administrative rules related to K-12 education in Wisconsin, was overturned. The decision maintains the constitutionally-elected State Superintendent's responsibility for overseeing K-12 education in the state. The decision will likely be appealed. On the federal level, Walter reported that there may be an 8.2% reduction in LSTA funding from money received last year. The LSTA Advisory Committee is looking at two budget scenarios: A) current level plus carry over funds from last year. B) current level minus 8.2% reduction – this would take place in the event of “sequestration” which would result in across the board cuts to all federal programs (IMLS could disappear and not be able to administer grants). LSTA Advisory Committee grants anticipated in the first scenario include four areas to be funded for the total amount of \$190,000 -- Early literacy: \$50,000 (early express-computer skill tutorial- available thru Badger Link) at; Grants for Library System mergers (three grants of \$4,000 each) to cover costs of getting groups together for planning, etc.; increase E-content amount state currently has available (\$300,000 covered last year). This year the amount is \$200,000 - there is concern this dollar amount not be used to lower local library commitment to E-content. Planners are pushing toward increasing E-book commitment.

On the state level, Martha Berninger reported that the state superintendent's biennial budget request added an additional amount for Newsline for the Blind (newspapers, etc. for people who cannot read traditional written content) of \$400 in second year of budget to cover anticipated increase in telecommunication costs. Funding for BadgerLink will remain the same at \$2.5 million annually. Also increases for library service contracts (Milwaukee Public ILL services, Wisconsin Talking Book and Braille Library, and the Cooperative Children's Book Center) will provide an \$9,800 increase for borrowing materials from UW-Madison as WILS will not provide the service after this year; \$13,000 increase for CCBC for second year for increased staff costs. This amounts to a \$23,000 increase out of \$2,300,000 budget.

Walter reviewed the State Superintendent required request for 13% for library funding based on county funding for libraries. This amount is “pie in sky” compared to what is actually funded. Anticipate funding at \$15 million. The 2012 level is \$14,800,000, which amounts to 6.7% of funding, but the request is still at 13% level. Cal provided historical perspective for 13% request for libraries (original request was for 20% funding at a time when 11% was

provided).

Kurt reported the Common School Fund estimate is reduced because of projected fund earnings; over time it is expected to trend back up. First year funding in the amount of \$2 million (\$1.4 million for DPI and \$.6 million for ECB) has also been requested for WISElearn, a statewide software system integrated into a portal for all Wisconsin educators and librarians which includes a learning management system, online modules, and a digital content repository and is part of a partnership with the WI Educational Communications Board (ECB); a collaborative software included in this request would be available to all schools and libraries in the state and would be beneficial in virtual professional development. It would also provide resources for digital content the library community finds important. It addresses some technology issues that schools and libraries deal with everyday. These resources would be available for schools and libraries around the state at no cost, providing a professional space where technology people in schools can interact for mutual benefit. Kurt also demonstrated the new DPI website which has been created using Drupal software; he encouraged COLAND members to notice the top row -- libraries have a more prominent display on the DPI homepage.

Before moving to the next agenda item, Martha clarified that the 1.5% total increase for BadgerLink is \$36,100 and included fixed costs for Newspaper Archive, Heritage Quest Online, and the Wisconsin Newspaper Association database.

9. RETHINKING PUBLIC LIBRARY STAFFING AND FUNDING -- CONTINUED FROM JULY MEETING

Mike Bahr suggested the best way to help patrons is with direct contact between librarians and general public. Shifting some services from local library up the ladder to systems, he proposed in 4-5 years if savings are found from system mergers, etc. the best way to increase library service is by increasing library staffing. What can COLAND do help funnel money to library staffing? COLAND could frame the issue now to facilitate development in future. Mike proposed money saved from statewide inter library loan could be in six figures. He asked, "Are we better off focusing on staffing or technology?"

Patrick Wilkinson said, "We have taken away staff from traditional jobs, have more technical

services. Circulation of book materials decreased as we have more electronic information. Distance education is growth area and needs higher skill levels to meet patron needs.” Nita Burke suggested getting the message out about services libraries provide, commenting that “We hope people pick themselves up and get themselves to an educational institution and move on with their lives. We help them get to a website. All senior citizens social services information is on-line and they don’t have the skills to go on line. What do they do? Come to the librarians.” Annette Smith observed the public willing to spend money to build a library, but not staff it. They are willing to purchase E-books, but not staff to explain how to use them. Nita proposed a “paradigm shift to change public thinking; we have a population of poor people and kids without skills—we are out of someone else to do the job!”

Kris commented that small rural communities/libraries are concerned about their needs and wish the state would provide a platform of funding for all libraries that would cover tasks handled locally now that were handled by the state in previous years. Mike Bahr said, “It is my wish that two or three people are willing to work on this idea, move it forward and agree on what should happen if staffing is an issue.”

LUNCH BREAK

Upon reconvening after lunch, Sandra suggested continuing the staffing discussion under the COLAND Goals Committees agenda item.

10. VISIONING SUMMIT BEGINNINGS REPORT RECOMMENDATIONS PROGRESS UPDATE

Update on School Library staffing workgroups: Kurt Kiefer gave a brief update on behalf of Nancy Anderson. He reported that the conversation about innovative library staffing arrangements continues with Milwaukee Public Schools; no significant progress to report. He also reported that work on Act 166 Educator Effectiveness (EE) performance review continues, with an initial focus on educators responsible for core disciplines (reading, language arts, and math). Information from the work of the Visioning subgroup on staff program evaluation topics was shared with the EE team but no timeline yet for when other disciplines will be added. Annette Smith commented that momentum needs to be built to address issues outside of Milwaukee. Kurt responded that her frustration is legitimate. Gather

and share examples using portals like WISElearn. School media specialists need to be a bridge between content and classroom. Use library media specialist's role to share profiles on Library Legislative Day in February. Annette asked how COLAND can help; Kurt responded that they could spread the word in their professional organizations. Sandra commented that she is involved with a service group called "The Links, Incorporated" that works with an MPS school. Annette talked about WEMTA's advocacy training; she suggested that more of that might be needed. Rhonda Gould said she took Public Library Association's Turn the Page 2.0 training to "*tell the story*" so she is trained and able to train others. Cara Cavin is part of national school librarians group working in a similar effort. Kurt encouraged accomplishing work collaboratively between public librarians and school library media specialists, such as the collaboration between Nancy Anderson and Tessa Schmidt at DPI.

11. PRESENTATION AND TOUR, MEAD PUBLIC LIBRARY

Sharon Winkle, director, presented information on Mead Public library, established in 1897 as a department of the City of Sheboygan. Pictures on the meeting room wall identify buildings that served as the library over the years. Construction of the current library began in 1974; it was renovated as part of the centennial celebration. The library has strong support of the city council and residents; 66% citizens are registered to use the library. There is a strong history of contributions to library. The second library received a Carnegie gift; another gift from James Mead was used in 1940s. Two retired teachers donated to a fund with revenue from the fund used for continuing education. Today Common Council appropriation is majority of funding; gifts are managed by Library Board. It takes three organizations to keep quality library service at current level: Mead Public Library, Friends of Mead Public Library, and Mead Public Library Foundation.

In 2012, 71% of library operating revenue came from the city of Sheboygan; 73% of use is from Sheboygan residents. The city has not authorized a tax increase since 2005; the library and all departments (except police and fire) experienced budget constraints. Funding is lower in 2012 than it was in 2001 down by 7%. Projected funding for 2013 will stay at the same level (if all goes well). County revenue has increased from adjacent county (Manitowoc) library payment as Sheboygan school district extends into Manitowoc County. 2006 funding decreased: board offered a retirement incentive; 13 staff took advantage of it, prompting

major change in library operation. Self-checkout service was initiated, and the public service desk was eliminated on the first floor. The 2011 funding decrease resulted in reorganized adult services; the middle man of reference service was gone. Entry level staff person (page) gives help on computer; research desk staffed by MLS librarians is not staffed during all open hours. Total staffing has gone from 67.8 FTE in 1991 to 43.2 FTE in a 20 year period. Hours have decreased: now open until 8 p.m. weeknights. Consolidation of all adult and young adult newspapers on second floor, decreased retention of magazines, and the quiet reading room on third floor was eliminated. Sharon provided a handout to illustrate.

The Endowment Fund has over a million dollars; they use only income from it. Income from invested gifts is down. Emphasis is on library as a pleasant place to be. Acuity Company in Sheboygan is generous to library and funds homework help. Kohler Foundation funds other programming. Before the current recession began, 40% of Sheboygan jobs were in manufacturing; today it is 36% manufacturing jobs.

Following the presentation, Sharon led the group on a brief tour.

12. COMMON SCHOOL FUND AND INTEGRATED LIBRARY MEDIA TECHNOLOGY PLANS

Kurt reported that an effort is underway to turn integrated library media (technology) plans into a digital resource and also use as a tool to help monitor expenditures related to the Common School Fund. CESA districts cooperated in developing a common template. Digital plans save time and can easily be shared with other districts, a process that benefits all school districts; this makes collaboration and comparisons between districts easier. Kurt showed as an example the tech plan from the Sheboygan Falls School District. Each district is responsible for evaluating how effective they are in accomplishing their goals. DPI only evaluates to make sure they are complying with the requirements. Annette commented that in many school districts there is no one to complete the library media specific sections.

Kurt also demonstrated DPI's new Drupal-based website, which went live today (11-9-2012). Everyone will experience a learning curve as 16,000 pages have been migrated. Now there is a common site for exchanging information; previously this required an exchange of paper.

13. COLAND GOALS COMMITTEES

Sandra Melcher briefly explained the 2012-2013 committees she and Annette Smith identified. Below are the instructions to committee chairs concerning COLAND Goals:

- a. Work with the DPI staff member assigned to your committee after receiving supervisory approval
- b. Review COLAND mission and determine how it relates to your committee (See COLAND website)
- c. Review COLAND Strategic Position Papers as they relate to your committee charge. (See COLAND website.)
- d. Think of possible partners who can provide information and suggested action steps, if any. (ALA, WLA, SRRLAW WEMTA etc.)
- e. meet with committee and come back to COLAND with recommendations to move forward.
- f. Work towards a timeframe to report back your recommendations/information to COLAND by the March 2013 COLAND meeting. All committees should report back to COLAND at March meeting or no later than May 2013 when we begin discussion of 2013-2014 goals.
- g. If COLAND approves your recommendations, move forward with your implementation plan.

Doug Lay moved and Barbara Arnold seconded a motion to approve committees as identified on the sheet distributed with meeting materials. Motion on committees approved.

Sandra added rethinking public library staffing is another idea to move into a goal. She encouraged Mike to work with a few members and bring forward a plan in March. Mike encouraged that someone should think about volunteering to champion the topic. Anyone interested should E-mail Sandra and/or Annette expressing their interest. Kurt commented that DPI will assist with setup of virtual conference possibilities for goals committees meetings.

14. SUGGESTIONS FOR FUTURE AGENDA ITEMS

(agenda topics for future meetings, with location mentioned if relevant to the agenda topic)

- a) WiLS reorganization for January meeting -- Sandra asked Patrick to take the lead inviting Stef Morrill of WiLS to give a presentation to COLAND, possibly at the January 2013 meeting.
- b) Formalize a plan to establish goals for 2013-14 for January meeting – Annette Smith
- c) LSTA 5-Year goals report for January meeting – Terrie Howe.
- d) March 2013 agenda will include potential costs for statewide platform for licensing materials vs. 17 systems doing individually – March 2013 -- Martha Berninger will report.
- e) Barbara suggested have library professionals share suggestions for five year effort for future library staffing, for a future meeting (possibly March). Kurt suggested this could possibly come from LSTA five-year plan.
- f) Mike suggested COLAND Goals and feedback from hearings and meetings for the September meeting.

Patrick Wilkinson made a motion to approve future agenda plans, seconded by Miriam Erickson, motion carried.

15. FUTURE MEETING DATES AND LOCATIONS

- a) January 11, 2013 Web meeting
- b) March 8, 2013 at Madison Public Library (to be confirmed)
- c) May 10, 2013 Portage Public Schools (if it doesn't conflict with a program).
- d) July 12, 2013 Minocqua Public Library

Motion to accept above locations and dates by Mike Bahr, seconded by Cara Cavin. Motion carried.

Other suggested venues for future meetings – UW LaCrosse/LaCrosse Public Library; Black River Falls Public Library. Also, look at moving around state to get input (May WAPL, March WEMTA). It was announced Madison Public Library has new a director, Greg Mickells.

16. REVIEW FOLLOW UP ITEMS

COLAND will send a letter supporting DPI's biennial budget.

COLAND will send a letter to new secretary of Department of Corrections explaining the prison book project.

COLAND will send a thank you letter to people giving presentations today: Sharon Winkle and David Weinhold.

Roslyn will schedule a new member orientation session.

17. ANNOUNCEMENTS

Barbara Arnold announced Deb Johnson died Oct. 30; she was a respected library consultant; Fitchburg library would not have happened without her help.

Cal Potter announced the John Michael Kohler Art Center is just 2 blocks away; world class center of folk and contemporary art. Facility has maintained the front facade of the old Carnegie library.

February 5, 2013 is Library Legislative Day at Inn on the Park in Madison. Kris Adams Wendt is one of the co-chairs.

Sandra commended Rhonda for her library service and said she will be missed; this is her second to last meeting.

18. ADJOURNMENT

Doug Lay moved, Barbara Arnold seconded motion to adjourn. Meeting adjourned at 2:30 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Kristi Williams". The signature is written in dark ink and is positioned above the typed name.

Kristi Williams, Secretary