

**COLAND GOALS 2014-2015**  
Approved and adopted January 9, 2015

**GOAL I:** *Research, educate and communicate new roles of services for libraries and librarians*

**Committee:** Nita Burke (COLAND Chair), Chair; Bryan McCormick (COLAND Vice-Chair), Josh Cowles, Laurie Freund, Joan Robb, Emily Rogers; DPI Staff Liaison Denise Anton Wright

**Recommendations:**

- A. Research and explore embedded librarian concept in libraries
- B. Research and explore anchor store concept
- C. Research technological innovation in libraries and related roles for librarians

**Action Steps:**

- 1. Provide support to assist local libraries in transforming to community libraries
- 2. Research new or expanded roles for librarians involving technology
- 3. Publish online examples of libraries utilizing the embedded librarian and anchor store concept in exemplary way

**Goal II:** *Wisconsin Prison Literacy Project*

**Committee:** Cara Cavin, Chair; Terrence Berres, M. T. Boyle, Jess Ripp; DPI Staff Liaison Martha Berninger with input from Chris Barth

**Recommendations:**

- A. Support the partnership with Wisconsin Department of Corrections (DOC), DOC Library Services and Education Technology Coordinator and collaborations with others, including Wisconsin Council of Churches, and Wisconsin academic, public, and school libraries, to assist the correctional libraries to better serve their prison populations.
- B. Action Steps will be developed in consultation with Tom Maloney, DOC Library Services and Education Technology Coordinator.

**Action Steps:**

**Goal III:** *Research and make recommendation on whether to support library district enabling legislation (Tabled)*

**Committee:**

**Recommendation:**

**Goal IV:** *One Card, any library (or one integrated library system)*

**Committee:** Emily Rogers, Chair; Nita Burke (COLAND Chair), Bryan McCormick (COLAND Vice-Chair), Kathy Pletcher, Doug Lay; DPI Staff Liaisons (to be determined)

**Recommendation:**

- A. Monitor statewide integrated library system (ILS) proposals as they move forward in 2014/15

**Action Steps:**

**Goal V:** *Monitor challenges to Common School Fund and promote importance of this fund where appropriate*

**Committee:** Miriam Erickson, Chair; Cara Cavin, Joan Robb, Tom Kamenick; DPI Staff Liaison Nancy Anderson

**Recommendations:**

- A. As the Common School Fund is an important funding source for school library media centers and is not well known and understood by Wisconsin citizens, COLAND will work with other library organizations and the Board of Commissioners of Public Lands (BCPL) in a public awareness campaign.
- B. As appropriate use of Common School Fund is important to every school library media center, COLAND will work with the Department of Public Instruction (DPI) to ensure funds are used according to the state constitution and departmental guidelines.

**Actions Steps:**

1. This will be accomplished as COLAND regularly reviews our goals as a body; consider how we work with other library groups to achieve this multi library organizations goal.
2. Meeting with Tom and Tia of BCPL, share ideas gathered during this phone conference meeting, learn from them information they want to share.
3. We need to know what goes out now, where and what other info is useful. Then, how to aim it to be most beneficial.
4. Identify target audience for expanded message, focus information developed to reach target in timely manner.
5. Determine what agency has the political capability to design and facilitate distribution, statewide, for information developed. Is BCPL the best organization?
6. Determine the time DPI sends out press release about CSF...that is the time local media are paying attention...include another information piece with more depth about history of CSF, etc.

7. Develop a letter to all media people and all school board members with information about the source of funds for CSF and direct them to the link on DPI website about dispersal of these funds. Business managers need this information, too
8. Have materials prepared early so at time DPI sends out press release about CSF (when local media are paying attention...) another information piece with more depth about history of CSF, etc...is sent to local media to expand their coverage of CSF reaching the local district.
9. A key part of this is: the best use of these funds is through the school library, it produces equity to resources for all students.

**Goal VI:** *Support the joint efforts of higher education and DPI to develop, revise, and communicate the ongoing issues and needs of school librarians licensing, professional standards, and staffing of school libraries*

**Committee:** Miriam Erickson (Chair), Cara Cavin, Joan Robb; DPI Staff Liaison Nancy Anderson

**Recommendations:**

- A. Continue to support revisions to ongoing issues for school librarian licensing, professional standards, and staffing of school libraries.

**Action Steps:**

1. Complete School Library Media Specialist (SLMS) job description
2. Licensing departments: Upgrade and clarify SLMS licensing in Wisconsin
3. Work with universities and potential SLMS students (recruitment)
4. Focus groups: Integrate SLMS goal within various DPI departments and professional groups

**Goal VII:** *Monitoring Hospital and Health Services Libraries*

**Committee:** Laurie Freund (Co-Chair), Jim Trojanoski (Co-Chair), Tom Kamenick: DPI Staff Liaison Martha Berninger

**Recommendation:**

- A. Monitor possible closings of health sciences and hospital libraries and the impact the closings may have on patients and medical staff.

**Action Steps:**

1. Contact administrators of these libraries and/or the Wisconsin Health Sciences Library Association (WHSLA) at least annually to identify trends and to discuss ways to limit the impact on patrons.
2. Work with WHSLA and staff of Resources for Libraries and Lifelong Learning to develop a plan for publicizing resources available through BadgerLink and

- other publicly funded and/or free, reliable resources to health sciences and hospital librarians, medical staff, and public librarians.
3. Publicize the trends and impacts to librarians and to legislators at conferences and through legislative efforts.

**GOAL VIII:** *Continue the conversations related to e-books, exclusive contracts, access to digital information and other information technology developments*

**Committee:** Joan Robb, Chair; Terrence Berres, Kristi Williams, Joshua Cowles; DPI Staff Liaison John DeBacher

**Recommendation:**

- A. Prepare a report of current status of ebook accessibility across Wisconsin libraries. Collect information on collaborative purchasing initiatives among Wisconsin Public Library Consortium (WPLC), Wisconsin Association of Independent Colleges and Universities (WAICU), Council of University of Wisconsin Libraries (CUWL), school libraries.
- B. Share best practices with the library community in Wisconsin via various lists and online publications to assist busy librarians in acquiring ebooks
- C. Inform legislators of current challenges facing ebook purchasing by libraries in Wisconsin.

**Action Steps:**

1. Members of group attended American Library Association (ALA) sessions, reviewed articles, contacted WAICU and WiLS about consortial ebook activities and studied current marketplace of ebooks vis-à-vis libraries. A report was prepared outlining the status of the marketplace, with a focus on some groundbreaking projects such as CALIFA (California library group) and Douglas County (Colorado) Public Library, which vendors refuse to sell collaboratively as well as review of what is happening in Wisconsin which included some successes among the public libraries with pooled resources for expanding ebook purchases. During the course of the study, the vendors evolved their reluctance to sell to libraries, in large part due to library pressure across the country, and best practices were developed.
2. The recommendations and reports from the American Library Association (ALA) Digital Content and Libraries Working Group (DCLWG) were shared
3. Letter was sent to Wisconsin Attorney General congratulating him on supporting the U.S. Supreme Court decision on ebook price fixing and informing him about the interest and heavy use of library ebooks through public libraries in Wisconsin—third heaviest circulation in the country.
4. Submit short informational overview of current national actions around e-books along with links to best practices to Channel Weekly, WLA and WAPL newsletters, and WISPUBLIB, the DPI listserv that goes out to the library community.

**GOAL IX:** *Conduct public surveys and hold public hearings to determine what the library community wants COLAND to include in its goals*

**Committee:** Nita Burke, COLAND Chair; Bryan McCormick, COLAND Vice-Chair; DPI Staff Liaison Kurt Kiefer

**Recommendation:**

- A. COLAND members should reach within as well as beyond the library community for input and attend events where administrators and leaders gather. Example: School Leaders Advancing Technology in Education (SLATE), Wisconsin Association for Supervision and Curriculum Development (WASCD), Wisconsin School Board Association (WASB), School Administrators Association (SAA), WiseNet Future Technology Conference, and others.

**GOAL X:** *Schedule annual meetings in the fall at various library conferences to inform the library community about COLAND*

**Committee:** Nita Burke, COLAND Chair, Bryan McCormick, COLAND Vice-Chair, Joshua Cowles, Jim Trojanowski, M. T. Boyle; DPI Staff Liaisons John DeBacher and Martha Berninger

**Recommendation:**

- A. Review input from presentations and use in formulating COLAND goals for 2015/16.

**Action Steps:**

1. Wisconsin Educational Media and Technology Association (WEMTA)
  - a) Do more to raise awareness of dates and locations of COLAND meetings
  - b) Post information on locations and dates of COLAND meetings on the WEMTA website
  - c) Common School Fund (CSF): Guidance on acceptable use, common challenges to use of CSF, enforcement of guidelines (especially for purchasing ebooks that support curriculum or computers)
  - d) Support a definitive requirement that the districts have a librarian position with the amount of time proportionate to the size of the student population.
2. Wisconsin Library Association (WLA)  
WLA Presentation, Nita Burke and Kathy Pletcher on COLAND Visioning
3. Wisconsin Association of Public Libraries (WAPL)  
WAPL Presentation, Strategic Vision for Library Systems in the 21st Century
4. Wisconsin Association of Academic Librarians (WAAL)
5. Council of University of Wisconsin Libraries (CUWL)