

# AGENDA

## Council on Library and Network Development

July 14, 2017  
9:30 a.m. – 2:30 p.m.  
Milwaukee Public Library  
Rare Books Room  
814 W. Wisconsin Ave.  
Milwaukee, WI 53233

Phone bridge: 1-877-820-7831 Passcode: 709486

- |     |  |                                     |                            |
|-----|--|-------------------------------------|----------------------------|
| 1.  | Call to Order (9:30 a.m.)                          | Cara Cavin, COLAND<br>Chair         |                            |
| 2.  | Roll Call/Determination of Quorum                  | Kathy Pletcher,<br>COLAND Secretary | Information                |
| 3.  | Update on COLAND appointments                      | Cara Cavin                          | Discussion                 |
| 4.  | Welcome to Milwaukee Public Library                | Paula Kiely                         | Information                |
| 5.  | Adoption of Agenda                                 | All                                 | Action                     |
| 6.  | Approval of Minutes for May 12, 2017<br>meeting    | All                                 | Action                     |
| 7.  | Report of the Chair<br>Correspondence:             | Cara Cavin                          | Information,<br>discussion |
| 8.  | Public Library System Revision (PLSR)              | TBD                                 | Information,<br>discussion |
| 9.  | Public Library Support of Youth Career<br>Pathways | MPL Staff, Robin<br>Kroyer-Kubicek  | Information,<br>discussion |
|     | Lunch (12:00 p.m.)                                 |                                     |                            |
| 10. | Presentation and tour                              | MPL staff                           | Information,<br>discussion |
| 11. | Biennial Report progress discussion                | Cara Cavin, Shannon                 | Information,               |

		Schultz	discussion, action
12.	Election of COLAND Executive Officers for 2017-2018	Cara Cavin	Information, Discussion, Action
13.	DLT Standing Report	DPI staff	Information, discussion
14.	Legislative update	DLT staff; COLAND members	Information, discussion, possible action
15.	Suggestions for Future Agenda Items	Cara Cavin	Information, discussion, action
16.	Future Meeting Dates and Locations	Cara Cavin	Discussion
	September 8, 2017 – River Falls Public Library		
	Oshkosh Schools- November		
	Egg Harbor- May		
	Suggested other sites include Ebling Library for Health Sciences at UW Madison, Viroqua Public Library.		
17.	Review follow-up items	Cara Cavin	Discussion
18.	Announcements	All	
19.	Adjournment (2:30 p.m.)	Cara Cavin	Action

# **COUNCIL ON LIBRARY AND NETWORK DEVELOPMENT**

## **Meeting Minutes**

**July 14, 2017**

**9:30 a.m. – 2:30 p.m.**

**Milwaukee Public Library**

**Rare Books Room**

**814 W. Wisconsin Ave.**

**Milwaukee, WI 53233**

Phone bridge: 1-877-820-7831 Passcode: 709486

Members Present: Terence (Terry) Berres, Franklin (virtual)  
Cara Cavin, Verona  
Miriam Erickson, Fish Creek  
Becki George, Birchwood  
Svetha Hetzler, Sun Prairie  
Thomas (Tom) Kamenick, Saukville  
Douglas (Doug) Lay , Suamico  
Bryan McCormick, Janesville  
Dennis Myers, Germantown  
Jess Ripp, Milwaukee  
Joan Robb, Green Bay (virtual)  
Martha (Marty) Van Pelt, Sun Prairie  
Kristi Williams, Cottage Grove

Members Absent: Joshua Cowles, Fond du Lac  
Mary Therese (M.T.) Boyle, Burlington  
Kathy Pletcher, Denmark

DPI Staff: Martha Berninger  
John DeBacher  
Kurt Kiefer  
Ben Miller  
Alison Hiam  
Shannon Schultz  
Robin Kroyer-Kubicek

Others: Bruce Smith, WiLS (virtual)  
John Thompson, Indianhead Federated Library System (virtual)  
Steve Ohs, Lakeshores Library System  
Paula Kiely, Milwaukee Public Library  
Petra Duecker, Milwaukee Public Library  
Linda Vincent, Management Librarian of the WTBBL

Cheryl Orgas, Executive Director of ABLE

1. CALL TO ORDER

Cara Cavin called the meeting to order at 9:30 a.m.

2. ROLL CALL/DETERMINATION OF QUORUM

Bryan McCormick called the roll; 13 were present so quorum was achieved.

3. UPDATE ON COLAND APPOINTMENTS

Cara Cavin stated that we have gained two new professional members (Martha Van Pelt and Svetha Hetzler) but also lost two (Joshua Cowles and Laurie Freund). Terry Berres and Miriam Erickson have been reappointed, Cara Cavin has decided not to seek reappointment. There are still 4 professional openings on COLAND.

4. WELCOME TO MILWAUKEE PUBLIC LIBRARY

Paula Kiely welcomed COLAND to the Milwaukee Public Library and the Richard E. and Lucile Krug Rare Books Room. The room was named after City Librarian Richard Krug, a long-time employee of the library. There are many rare items in this room, and it serves as a resource for patrons of the State of Wisconsin.

5. ADOPTION OF AGENDA

Item number 12, Election of COLAND Executive Officers for 2017-2018, was moved up to Item number 8 (following the Report of the Chair). Motion by Martha Van Pelt, seconded by Miriam Erickson to adopt the agenda as amended; the motion was approved.

6. APPROVAL OF MINUTES FOR MAY 12, 2017 MEETING

Dennis Myers moved for approval of the minutes, seconded by Douglas Lay; the minutes were approved.

7. REPORT OF THE CHAIR: CORRESPONDENCE

Cara Cavin sent a thank you letter to our previous host, Jennifer Bernetzke, the Library Director of the Lancaster Public Library.

Cara Cavin also noted that on Monday, July 10<sup>th</sup>, an orientation was held at the DPI offices for two new members of COLAND, Martha Van Pelt and Svetha Hetzler.

8. ELECTION OF COLAND EXECUTIVE OFFICERS FOR 2017-2018

The nominating committee met via phone a few times, and they created a slate of officers for 2017-2018. Cara noted that the Chair and Vice-Chair positions need to be split between public and professional members of COLAND. The nominating committee presented the following members for consideration:

Chair: Bryan McCormick

Vice-Chair: Terrence Berres  
Secretary: Becki George

Kristi Williams made a motion to approve the slate of officers for 2017-2018, seconded by Dennis Myers; the motion was approved.

9. PUBLIC LIBRARY SYSTEM REDESIGN (PLSR)

Kurt Kiefer began the discussion by noting that there was a retreat the previous two days for the PLSR Steering Committee, and that members of the PLSR Workgroups, System Directors, and staff from DPI were in attendance for part or all of the retreat as well. Kurt Kiefer reviewed how COLAND has been involved in the PLSR process, and that Bruce Smith (WiLS) and John Thompson (PLSR Chair) were on the phone to join us, along with Paula Kiely (PLSR Vice-Chair) and Steve Ohs (PLSR Steering Committee member).

John Thompson talked about being fresh off the retreat, that it was a very good discussion among the Work Group leaders, the Steering Committee members, and with the guests in attendance. We heard from the Work Group leaders that some of them are facing some challenges and they could use some guidance from Steering. We are entering a critical phase of the project where the Work Groups will begin to put their work into some recommended models.

John Thompson also noted that this was the first extensive meeting for the Steering Committee, that it was very beneficial, and members found it to be so valuable that going forward the committee will try to meet in person every other month at different locations around the state (similar to COLAND meetings). As PLSR moves forward COLAND will continue to be engaged in the process.

John Thompson mentioned that the blueprint for Phase 3 is being worked on, what the next steps will be, and that the PLSR process will continue to include updates and ask for feedback from the stakeholders throughout the state.

Equity is a big focus of this process and we want to do what is best for the whole state of Wisconsin. We want to get a good snapshot of what that vision of equity means, as it can mean something different to others, so some members of Steering are working on a definition of what equity means for this process.

John also commented that Steering Committee members will be going out to various regions of the state and give stakeholders a chance to ask questions directly of Steering Committee members, that this will be a chance to have a dialogue directly with people in the state. We are also working on a new template for updating people about the process, noting five key things that have happened since the last

communicate. We heard feedback from some that there is now too much information, and that it has to be packaged into smaller amounts so that people are encouraged to read and follow along with the PLSR process.

John Thompson talked about the models and recommendations that will be forthcoming. We want to make sure we have all the right information, such as cost (comparisons between now and the proposed structure), how will it work, etc. As the Workgroups have been getting closer to making a recommendation, they have been asking for what the structure will look like, and how might their recommendations fit within that organizational structure. As of now we do not have a proposed structure; Steering was hoping a proposed structure might come out of the Workgroup recommendations. However, Steering will likely work with the Workgroups on a structure that might help to move the work along for some of the groups.

Steve Ohs commented that lots of work is being done, and that the Workgroups are looking at things from many different perspectives.

Paula Kiely commented that time management is tough for many members right now, trying to fit everything in, and we are working to make our meetings as worthwhile as possible. She also noted that System Directors have not been as involved as they could be, and that Steering will work to make sure that they are involved more in the process. She also reiterated the importance of the in-person meetings for everyone. Paula also noted that the topic of local control was mentioned, and we need to identify what is meant by local control and where that will be needed.

Martha Van Pelt mentioned that System Directors got together and created their own list, as they were feeling similar things and therefore created a list behind a unified voice. They feel local control is what is needed to make this successful as we need their buy-in.

John Thompson noted that the project managers (WiLS) have been great. We did a national search and we went with WiLS and we have not been disappointed.

Paula Kiely mentioned that we heard from DPI that equity is what Tony Evers, State Superintendent, is keying on with the PLSR project. The recommendations need to have a real positive impact on the state, to help overcome some of the inequities that are currently occurring. Steering came to the conclusion that we need to stay focused on what is best for Wisconsin, and that as Steering Committee members we take off our individual hats, we put on our Steering hats, and we talk about what is best for Wisconsin. We want our culture to shift to looking at what is best for

Wisconsin (similar to a culture in Colorado where you serve all patrons of the state, not just those in your area or at your individual library). She also noted that it was great to have the support of WiLS and DPI members.

Bruce Smith commented that Steering got together, created a framework to work from in Phase 3. This is a working document so things will change, adapt, and that this document will eventually be added to the COLAND folder.

Kurt Kiefer talked about the DPI approach to this project. The notion of equity is what is driving our work. We don't mean equal, it is not the same cookie cutter approach, but with equity we are working to make sure that similar basic resources are available to all in the state (and we also do not want to duplicate resources, that we need more collaboration and/or sharing). It is important for system directors to be directly involved as we are changing what they do, so they need to be involved, and we need to have more communication with them so that the same message gets shared consistently across the state. While there is a timeline to work from, it is still adaptable and if more time is needed that is okay. But we also do not want paralysis by analysis, so there has to be balance.

Kurt Kiefer then thanked everyone on Steering, the Workgroups, the Project Managers, for all the work that they have put into this process, and that they have been giving up more time to make this all work. Cara Cavin also thanked everyone for their work on this project.

Miriam Erickson asked when we are going to hear the 'meat of the details.' Bruce Smith said that the Workgroups are busy taking the ideas they have, seeing what is feasible, and this fall they will have a bit more structure to those ideas or models. More concrete information will then be available at the WLA conference this fall, with deliverables in February/March timeframe, feedback and assessment following that, and then final recommendations to the projects managers for the end of March (unless more time is needed).

Kurt Kiefer noted that PLSR will be back in the spring with more information to review, as we will likely have some recommendations or proposals to look over.

Bruce Smith reiterated that there will be regional meetings so that stakeholders around the state can ask questions directly, get information and be engaged.

Bryan McCormick, COLAND representative to PLSR, can pass on that information to COLAND members as to when and where those meetings are taking place so that they can attend as well.

Kurt Kiefer recommended that COLAND members consider attending the WLA conference this fall, as there will be items presented regarding the PLSR project, as well as a Trustee track of conference sessions for them to consider attending.

Bryan McCormick commented on three key things that he is looking at with the PLSR process. Those are equity, adaptability (that this is a new process and we need to adapt to the challenges we encounter) and having more touchpoints (face-to-face meetings with stakeholders).

Shannon Schultz commented that we need to reach out and talk to more people, to help defeat some of the misinformation that is currently out there about the process.

Kurt Kiefer mentioned that centralization has been mentioned and it is causing some concern. But there are times when centralizing makes sense. Technology is very easily scalable, it is available to everyone in the state. For example, DPI has some statewide software licenses and that is one area where we can easily scale things up to include everyone in the state, and in those cases centralization makes sense.

Dennis Myers asked what other states have been looked at. Kurt Kiefer said that no other state is doing exactly what we are doing, looking at things comprehensively from a bottom up perspective, but many states have been contacted regarding how they provide services to libraries. Steve Ohs then read off a list of all the different states that have been contacted as part of the PLSR process.

Paula Kiely mentioned being a member of the Chapter 43 Workgroup. They have looked at other funding formulas, and that 50% of libraries seem to be part of a library district, and that those districts seem to be pretty well funded. That might be something to recommend going forward.

Dennis Myers noted that funding and legislation will likely be the last piece, but that communicating to the counties should still be taking place so they know about the process. Paula Kiely mentioned this is being looked at and some key stakeholders have been identified and they will be contacted.

Marty Van Pelt asked whether there will continue to be regional outreach to the library community. John Thompson answered that we will be setting up meetings in regions throughout the state (most likely 10 as there are 10 Steering Committee members) that stakeholders may attend. Steering is planning to set up some meetings in September and November, with WLA also being an option in October. Steering will also continue to offer the monthly virtual Q&A sessions that have been taking place.

## 10. PUBLIC LIBRARY SUPPORT OF YOUTH CAREER PATHWAYS

Robin Kroyer-Kubicek (DPI Career Pathways Consultant) and Petra Duecker (MPL Outreach Specialist, teens) were our presenters.

Kurt Kiefer mentioned that this is one of those processes where we can blend the work of the school with the public library.

Robin Kroyer-Kubicek talked about Academic and Career Planning (ACP). She talked about the history of ACP, what it used to look like, and how it is viewed today. She mentioned that students are graduating, but they are not yet ready for college. It also takes longer to graduate these days, which increases the costs of those attending college.

Robin Kroyer-Kubicek mentioned that currently students are good at taking tests, but what they really need to be able to do is do things (IKEA chair graphic).

ACP is the vision that all youth in grades 6-12 will go through a process to help them decide their future and how to get there. To help the process, Career Cruisin' is an ACP software package, purchased by the state, that is available to all school districts. Students can log in, review career suggestions, dig down into the data to review educational needs, where they can go for further educational training, what the costs might be, earnings potential for careers, etc. This is all information that can help the student do what is necessary to prepare for that career choice.

Petra Duecker talked about how Milwaukee Public Library has a 3-tiered approach to assisting with ACP.

- They offer a variety of programs to introduce students to ACP.
- They have the space to accommodate ACP programs (new branch library).
- They hired interns to staff the new makerspace lab in the branch library

Kurt Kiefer commented again on the blending of community with the school through the library. This is a great way for parents to be involved in the child's pathway as the parent can interact with the child online at the library or at home.

A video is also available to view, called The Four Year Plan video:

[https://www.youtube.com/watch?v=ZIRdST\\_Dc0M](https://www.youtube.com/watch?v=ZIRdST_Dc0M)

LUNCH break at 12:10, meeting resumed at 12:45pm.

## 11. PRESENTATION AND TOUR

Martha Berninger introduced Linda Vincent from the Wisconsin Talking Book and Braille Library (WTBBL) and Cheryl Orgas from Audio and Braille Literacy Enhancement (ABLE), both of which are located at the Milwaukee Public Library.

Linda Vincent mentioned there are about 7000 patrons around the state that use their services, and that they receive both Federal and State funds.

Linda Vincent demonstrated some of the equipment and resources available to patrons, and then took COLAND members down to the offices for a tour.

Cheryl Orgas showed us the recording studio that was built for ABLE, and that MPL was very helpful in providing the space for the recording studios.

## 12. BIENNIAL REPORT PROGRESS DISCUSSION

COLAND members reviewed the Biennial Report that we turn in to the Superintendent, the Governor, and the Legislature every other year.

In regard to the graphs, and the increases that they are showing, Tom Kamenick suggested showing what years the increases are from (in this case it is 2013 to 2015, so noting that in the graph would be helpful).

Some number is off, so we should check the formatting before signing off on the report.

Bryan McCormick mentioned adding something from the Aspen report, which reinforces the numbers shown on page 9 of the report.

Cara Cavin noted adding the meeting locations to the front section of the report, which would be good context that we meet around the state in a variety of locations and types of libraries.

Dennis Myers motioned, seconded by Tom Kamenick, to approve the Biennial Report with the suggestions cited in the discussion. Motion carried.

Cara Cavin thanked COLAND members, including Kathy Pletcher who was not at the meeting but had put a lot of work into the report, for all their efforts.

## 13. DLT STANDING REPORT

Kurt Kiefer opened the discussion noting LSTA activity, that there is a 5-year evaluation and a 5-year plan. Shannon Schultz talked about the 5-year plan that was presented to COLAND at the May meeting, and that the competitive grants section

would not be funded due to the uncertainty of Federal funding for LSTA. In discussion with the LSTA group, it made sense to them that due to this uncertainty statewide initiatives would continue to be funded, but not the competitive grants. If LSTA funding is not renewed, then the statewide initiatives would be the activities affected. This includes significant activities including statewide interlibrary loan (ILL), electronic resource management (e.g., BadgerLink), and consulting.

Shannon Schultz noted that the 5-year evaluation plan was approved by the federal agency, IMLS, with accolades. There was great alignment with the previous 5-year plan and the evaluation showed we met the goals outlined in the plan.

Martha Berninger noted that the resource sharing report is being prepared for the Superintendent, and that in September we will review the State Superintendent's report to COLAND, which is currently being prepared.

Ben Miller mentioned that a new WISCAT Technical Coordinator has been hired, a current DPI employee who was working on Badgerlink activities, but has switched over to WISCAT. Martha Berninger said that there are still several positions open, but we are evaluating each of those positions before moving ahead on hiring.

Kurt Kiefer said that Monica Treptow, (School Library Media Consultant) will attend a future meeting with COLAND. Kurt Kiefer also mentioned that Chad Klieforth, who came from the Janesville School District, will be the Digital Learning Consultant at DPI. Both Chad and Monica will work on the Future Ready program, with Monica specifically focused on the Future Ready Librarian program.

Kurt Kiefer also commented that with various openings in positions it allows us to see how the two teams (Martha's team and John's team) can work together more closely.

Ben Miller shared that the Wisconsin Libraries for Everyone blog has been moved to a new site that the state subscribes to. It is no longer on Google, but is instead on Drupal. There is also a calendar feature that allows you to see what is going on in Wisconsin libraries.

Shannon Schultz talked about the New Public Library Director Bootcamp that will be taking place in August in Marshfield, WI. The Youth Services Institute will be taking place in Trego, WI (near Hayward). Twenty-five staff have currently registered to attend.

Kurt Kiefer brought everyone up to date on Workforce Development initiatives. There has been very good progress, and we may have a panel session at WLA. The

talk has been about how we continue to build relationships between libraries and workforce development. The panel will be Racine County Workforce Board chair Mark Rundle, Cate Zeuske (Department of Administration) and Dave Anderson (Department of Workforce Development). We continue to look at pooling our resources across agencies, so we are not paying twice for the same database or service. The Department of Workforce Development is really the driving force between developing these relationships as they understand the importance libraries in communities have and that they are a tremendous partner for the Department.

#### 14. LEGISLATIVE UPDATE

Kurt Kiefer said that the items that DPI has put forward to Joint Finance are still there, that contracts are being funded as requested, and there might be some flexibility in how state money can be spent in support of PLSR recommendations. On the Federal level IMLS funding for 2018 is currently being considered and has been approved through the first level. Libraries are a big partner for corporations and several businesses do a lot of work with public libraries, so there is support from the business sector for libraries. Those partnerships with businesses have been very helpful for the ALA as they tell their story to Federal legislators.

Dennis Myers asked if Representative Falkowski helped make some adjustments to the wording which would give some flexibility in how state funds are used. Kurt Kiefer affirmed that Representative Falkowski has been a strong library champion at the state level.

#### 15. SUGGESTIONS FOR FUTURE AGENDA ITEMS

The Public Library Standards report will be up for discussion at the September COLAND meeting, with approval set for November's meeting. The State Superintendent's report to COLAND will be reviewed at the September meeting. The School Library Media program will also be featured in an upcoming meeting.

#### 16. FUTURE MEETING DATES AND LOCATIONS

- a) September 8<sup>th</sup>, River Falls Public Library
- b) November 10<sup>th</sup>. Suggestion was the Oshkosh School District.
- c) January 12<sup>th</sup>. Virtual
- d) March 9<sup>th</sup>. La Crosse School District may be an option.
- e) May 11<sup>th</sup>. Egg Harbor Public Library
- f) July 13<sup>th</sup>. TBD

Other future sites: Milton Public Library, a combined school/public library.

#### 17. REVIEW FOLLOW-UP ITEMS

The Biennial Report will be sent out, as well as thank you letters to those who presented at today's meeting.

18. ANNOUNCEMENTS

Alison said that she can create an online report that we can fill out if we need a hotel room, and she can set up reservations and take care of paying for the room for us. COLAND members were very much in favor of this option.

19. ADJOURNMENT

Motion by Dennis Myers, seconded by Marty Van Pelt, to adjourn; the motion was approved. Meeting adjourned at 2:44pm.

Respectfully submitted,

Bryan J. McCormick, Chair