



A G E N D A
Council on Library and Network Development
March 13, 2009
9:00 a.m. – 12 p.m.
By video conference (various locations)

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|----|---|---------------------------------|------------------------------------|
| 1. | Call to Order | Kathy Pletcher, Chair | |
| 2. | Roll Call/Determination of Quorum | Roslyn Wise | |
| 3. | Adoption of Agenda | All | Action |
| 4. | Approval of Minutes for January 9, 2009 meeting | All | Action |
| 5. | Approval of Minutes from November 14, 2009 meeting | All | Action |
| 6. | Update on Draft LSTA Proposal to Study Economic Impact of School Library Media Programs | Annette Smith | Information, discussion |
| 7. | Report of the Chair | Kathy Pletcher | Information, discussion |
| | a) Correspondence | | |
| | b) Update on activities related to strategic direction from the Visioning Summit | | |
| | • One library card issues | | |
| | • Leveraging – ideas for improving and consolidating services, reducing costs, other | | |
| 8. | Library Legislation Update | Rick Grobschmidt,
Mike Cross | Information, discussion |
| | a) Federal | | |
| | b) State (update on state budget) | | |
| 9. | Suggestions for Future Agenda Items | Kathy Pletcher/All | Information, discussion,
action |
| | a) Presentation by the Dane County Library Service, to include other library services in other counties and governance issues studies | | |
| | b) Presentation about library services | | |

to foster families

c) Discussion/presentation about literacy in Wisconsin

d) Discussion about the crisis in school librarian staffing in schools and in preparatory programs

Items suggested and carried forward from previous meetings:

e) Presentation by members of the Public Service Commission related to the Universal Service Fund; after some discussion the decision was made to hold off on this presentation for a while.

f) Discussion of the issue of libraries dropping periodicals, probably due to access to electronic publications, and a review of standards for materials for public libraries.

g) Library services in correctional facilities.

h) Presentation by Larry Nix on the Wisconsin Library Heritage project (for future Madison-area meeting).

10.	Future Meeting Locations and Dates (Discussion of overnight travel restrictions for state employees)	Kathy Pletcher/All	Information, discussion
11.	Review follow up items	Kathy Pletcher/All	
12.	Announcements	All	
13.	Adjournment (noon)	Kathy Pletcher/All	Action

COUNCIL ON LIBRARY AND NETWORK DEVELOPMENT

Meeting Minutes

March 13, 2009

9 a.m. – 12 p.m.

by video conference

(Attendance sites listed below)

Members Present: Michael Bahr, Germantown (Cardinal Stritch, Milwaukee)
Mary Bayorgeon, Appleton (Fox Valley Technical College (FVTC))
Fran Cherney, Milladore (Auburndale High School)
Catherine Hansen, Shorewood (Cardinal Stritch, Milwaukee)
Lisa Jewell, Madison (Pyle Center, Madison)
Douglas Lay, Suamico (UW-Green Bay)
Sandra Melcher, Milwaukee (Cardinal Stritch, Milwaukee)
Kathy Pletcher, Green Bay (UW-Green Bay)
Calvin Potter, Sheboygan Falls (Cardinal Stritch, Milwaukee)
Susan Reynolds, Cable (Lac Courte Oreille Community College, Hayward)
Annette Smith, Milton (UW-Oshkosh)
Kris Adams Wendt, Rhinelander (Nicolet Area Technical College-Rhinelander)
Kristi Williams, Cottage Grove (Pyle Center, Madison)

Members absent: Barbara Arnold, Madison
Don Bulley, South Milwaukee
Miriam Erickson, Fish Creek
Bob Koechley, Madison
John Nichols, Oshkosh
Lisa Sterrett, Viroqua

DPI Staff: (All attending at Pyle Center, Madison)

Mike Cross
Sally Drew
Rick Grobschmidt
Steve Sanders
Roslyn Wise

1. CALL TO ORDER

Chair Kathy Pletcher called the meeting to order at 9:04 a.m.

2. ROLL CALL/DETERMINATION OF QUORUM

Roslyn Wise called the roll. Thirteen members were participating in the video conference at roll call.

3. ADOPTION OF AGENDA

Doug Lay moved to adopt the agenda for today's meeting; Kristi Williams seconded the motion. The motion passed and the agenda was adopted.

4. APPROVAL OF MINUTES FROM JANUARY 9, 2009, MEETING

Doug Lay moved to approve the minutes from the January 9 meeting; Mary Bayorgeon seconded. The motion passed.

5. APPROVAL OF MINUTES FROM NOVEMBER 14, 2008, MEETING

Doug Lay moved to approve the minutes from the November 14, 2008, meeting. Francis Cherney seconded the motion. The motion passed. (This item was inadvertently skipped initially but was brought up later in the meeting.)

6. UPDATE ON DRAFT LSTA PROPOSAL TO STUDY ECONOMIC IMPACT OF SCHOOL LIBRARY MEDIA PROGRAMS

Annette Smith reported that although she had not spoken to Miriam Erickson, she had spoken with JoAnn Carr at UW-Madison and said they are ready to move forward with development of the proposal. Annette asked for clarification of the process to submit a proposal for LSTA funding; Mike Cross explained that proposals for categories for 2010-11 LSTA grants should be brought to the LSTA Advisory Committee which will be held in April 2009. He said there is not a specific format for proposals except that they should include a well-developed explanation, a cost estimate, and a budget. Proposals submitted at the upcoming meeting are then reviewed by the committee and sent to the State Superintendent for approval. Annette then asked who wrote the proposal for the school library media specialist study which was funded by LSTA money a few years ago. Steve Sanders commented that he did not recall who wrote the proposal for that grant but that if the subcommittee wanted to work with someone at DPI it should be Nancy Anderson. Annette then asked if COLAND wanted to submit a proposal to do this study. Kathy Pletcher commented that she is not hearing from COLAND members that they want this to be a COLAND project. Kris Adams Wendt commented she thought this is something COLAND should look into. Kathy mentioned the draft letter to UW System officials that is proposed to go out from COLAND and commented that she did not see the connection between a shortage of students in LMS higher education programs and a study on the economic impact of school library media programs.

Annette commented that Miriam's original argument in favor of the study was that school boards would be more supportive of LMS programs if they knew there was a positive economic impact. Mike Bahr asked if anyone has determined if this is really something that can be measured. After some discussion Kathy remarked that there is general support for school library media programs but she doesn't know if an economic impact study will be helpful, that there doesn't seem to be a consensus from COLAND that an economic impact study is needed. Annette agreed there is already lots of evidence of the importance of school library media specialists and that she is not sure an economic impact study is needed, but she is frustrated that COLAND doesn't seem to be doing anything specific. Kathy asked Steve Sanders how the previous study on the importance of school library media programs is being used. Steve responded that they use the study a lot, with glossy brochures as key pieces in the publicity regarding maintaining LMS positions. Kathy talked some more about the letter to UW administrators that was emailed to COLAND members regarding training programs on the higher education level. She asked COLAND members about their thoughts on the letter and if this might be the direction to go in. Kris Adams Wendt said COLAND needs to encourage the institutions of higher learning to be aware of the problems faced by those who are not near the population centers. Catherine Hansen commented that UW Milwaukee's degree can be completely earned online. Kris reiterated that she would like to see some mention of online learning in the letter. Mary Bayorgeon added that there needs to be a variety of approaches to the issue. Annette remarked that the piece about distance education was removed from the original letter because she didn't think COLAND would want to endorse a particular program. She added that the problem is not the shortage of programs but that the higher education programs are not being staffed due to the economic situation – vacancies are not being filled so there are fewer people to teach up and coming librarians.

Cal Potter commented that he had reservations about another economic impact study (doesn't think anyone would really read it) and wonders if a better approach would be to get the "players" involved in a one to two day session (or summit) to look at the topic. "Players" would be school administrators, school boards, principals, library media specialists, WEMTA, who would be brought together to come up with an action plan. The proposed grant would be to fund this summit. Others added names of groups to be involved including school district business managers, parents, and the public because they are the ones to put pressure on the school boards. Mike Bahr asked how this would apply to a shortage of library professionals. Mike Cross noted that he had not noticed a shortage of professionals in the public library area and Kathy added academic libraries don't seem to be having a problem with hiring people either. Mary

commented that with special libraries the problem was with library positions being eliminated, not with a shortage of qualified people. Kathy commented that she thought Cal's proposal is an excellent idea. She added that one problem she has with the proposed letter to the Board of Regents is whether or not this is the most effective approach – is this the group who should be receiving the letter. Perhaps a proposal for a summit would be better than a proposal for an economic impact study, and less expensive. Roslyn Wise commented that last year's visioning summit cost right around \$30,000, and Doug Lay added that the public library economic impact study cost around \$80,000. Mary wondered how receptive people would be to another summit following so soon after the visioning summit. Kathy commented that it could be seen as a one result of the visioning summit (a next step). Annette commented that getting people to attend might be a challenge; WEMTA doesn't have the political clout; that it might be better for COLAND to hold a summit just on school libraries and to invite the before mentioned subgroups. Cal commented that the state superintendent might be the only person with enough clout to make the call to come to a summit; school boards and administrators would respond to such an invitation. Kathy asked Rick Grobschmidt what he thinks about the timing of a proposal for 2010, giving the impending change in state superintendent. Rick said he would encourage them to continue the planning and to go ahead and present a proposal to the current state superintendent. Kathy tried to wrap up the topic and said that COLAND doesn't seem to think an economic impact study is the best approach. Annette said she agreed with Cal and she would be willing to work with Miriam and JoAnn Carr on a proposal for a summit to take place in the spring of 2010, but she wants to discuss with Miriam first. She said she would not go ahead and send out the letter to the UW administrators but would include them in the invitations to a summit. She also asked about sponsorship with COLAND; would it be the state superintendent or the LSTA Advisory Committee. Rick talked about the process for the last summit, when he and Kathy met with the state superintendent and got her support for the summit. Rick said COLAND could go ahead and submit a proposal to the LSTA Advisory Committee without formal approval from the state superintendent. Mike B. asked if COLAND had ever submitted an LSTA proposal before. Mike C. said he didn't see any problems with it; thinks COLAND probably has submitted proposals in the past. He said preliminary categories are established in April; formal approval of projects by the state superintendent will take place in the fall. Cal reminded the group to remain mindful of the current economic situation and LSTA funding is probably the only source of funding that would be available. Doug mentioned he thought the WLA was going to be submitting a proposal for an economic impact study of academic libraries. Mary asked about the possibility of getting funding through the stimulus package. Rick

commented that the stimulus funding for libraries is targeted toward broadband accessibility. He mentioned a few other funding opportunities but they are all targeted to specific program areas and would not be available to fund a study like the one COLAND is discussing. Annette asked if DPI could write the proposal with the help of COLAND. Rick said DPI could provide some assistance. Annette reiterated that she is now talking about a summit and wants to enter a motion and is not sure about the wording. Would the motion be that COLAND would support moving forward with the LSTA grant for a summit with all of the previously mentioned groups, or would the motion be that COLAND will be submitting a proposal? Mike B. commented he would prefer to see COLAND endorsing a request for funds from someone else, such as WEMTA. Annette said she wasn't sure this could happen and that people wouldn't come to a summit presented by WEMTA. After more discussion, Rick suggested the motion could be that COLAND could advise DPI to develop an LSTA category to facilitate a summit to look at library media staffing and help develop details. Annette liked this idea. Annette entered a motion that "COLAND advise the DPI to develop an LSTA category that would facilitate a summit bringing together all stakeholders related to the education, licensing, and staffing of school library media professionals." Kris seconded the motion. There was some discussion about LSTA language (categories vs. projects). A vote was taken and the motion carried.

7. REPORT OF THE CHAIR

- a) Correspondence – A copy of the letter from COLAND congratulating the new legislative leadership was emailed to COLAND members prior to the meeting; there was no discussion of this letter. Other correspondence was the draft letter to UW Regents or administrators suggested by Annette; the letter is being held for discussion at a later meeting.
- b) Update on activities related to strategic direction from the Visioning Summit – Before starting the report on strategic direction activities, Kathy reported that there had not been an official endorsement by COLAND of the Beginnings report. Doug moved to endorse the report; Catherine seconded the motion; there was no discussion and the motion carried. The draft on the COLAND website can be changed to a final version. Annette mentioned WEMTA is doing a session on the Visioning Summit at their conference in March.

One Library Card issues -- Sally Drew distributed two handouts and gave an update on efforts to determine the implications of this recommendation from the Visioning Summit. COLAND and LITAC have had discussion about what components already exist and what other states have done. One difficulty with the discussions is that there are so many different concepts of what

“one library card” means. The discussion within advisory groups will continue throughout 2009 even though no funding has been allocated. In 2009 a group could be brought together to look at the three main issues: a political/social component; what libraries are currently able to do toward this effort (public libraries are farthest along, and funding implications. There needs to be more solid planning with some kind of report, and possible implementation of pilot projects. She is willing to discuss putting LSTA money toward the project. It has not formally been discussed with groups like SRLAAW; she commented SRLAAW is likely to be the most skeptical because they see all of the potential issues. Cal commented that a pitfall would be to try to have too many players involved at the beginning so initially it would be best to focus on doing this with public libraries so results can be seen in a reasonable amount of time and because the public wants this and will accept it. Perhaps COLAND can recommend a focus on having one library card for public libraries by next year. There was some discussion about what other libraries have been doing and on the importance of including all types of libraries but also on the fact that focusing on public libraries has the best chance of success in the short term; other types of libraries can be added later, especially academic libraries. After some additional discussion Sally commented that it is important not to just float an idea and raise expectations; more planning is needed before a pilot is launched. A pilot project for 2010 would need to be ready by January 2010; she was actually thinking about using 2010 for planning. Mike B. commented that he is concerned about the length of time – something spinning out of the summit three years later, and he entered a motion for COLAND to request DPI to review this issue further and produce a pilot project focusing on public libraries by 2010. The motion was seconded; a vote was taken and the motion carried.

Leveraging – (Ideas for improving and consolidating services, reducing costs, other) Mike B. had suggested this topic be covered, related to the idea of system consolidation, especially in light up any upcoming retirements in the library system community. Mike C. commented on the University of Wisconsin study funded by LSTA money about four years ago. Following this study, state statutes were changed to make it easier for library systems to merge. Prior to the UW study, there was another LSTA funded study in which an independent consultant was hired to look at possible consolidation of Eastern Shores/Manitowoc Calumet systems. The results of the study indicated there would not be any significant benefits to the merger. DPI also performed a review of the Manitowoc Calumet system. He also commented that he was not aware of a huge number of upcoming retirements. There might be some quiet discussion of a possible merger; it is fairly easy for counties to leave one system or merge with another and it is better for DPI not to

be involved in these; the decision should come at the local level. Mike B. commented that he just wanted some discussion of this and not necessarily a resolution, but the reasons for systems to exist have changed over the years. Mike C. said currently there is some sharing of services across system borders, thereby reducing redundancies. Mike B. commented that sharing could be creating some redundancies. Mike C. remarked that he doesn't think there really is much duplication of services created by sharing of services. DPI does not have the statutory authority to dictate decisions regarding system configurations; the decisions lie with the counties. There was some additional discussion of the statutes related to library systems and joint library districts. The library district issue is still on the WLA agenda.

8. LIBRARY LEGISLATION UPDATE

Rick reported on federal and state library legislative activities. On the federal level, he reported the 2008-09 budget has been approved, including an increase in funding for the LSTA to \$216 million, which means there will be an increase in LSTA funding on the state level, allowing for continuation of funding for competitive projects. DPI is waiting for the IMLS to disburse the funds and looking at how to quickly disburse increased LSTA funds for the current year. One of the proposed uses for the increased funding is to work with libraries and the Department of Workforce Development to provide assistance to job seekers, in keeping with the guidelines of the stimulus package to help get money flowing into the economy and to get people back to work. Mike C. reported that the division is looking at what public libraries are doing across the state to help job seekers who are using libraries in their searches, working on resumes and looking for training opportunities. Library systems across the state will be required to work collaboratively with other state and local agencies (such as the local Job Service offices) and school and technical colleges to provide assistance. Allowable projects include those providing training for staff to better serve job seekers, purchasing additional computers to better serve patrons looking for work, etc. The proposal will be submitted to the state superintendent for approval. The original amount of LSTA funding for Wisconsin was \$2.9 million and now the state will receive an additional \$200,000. Mike added that there is a two page list of allowable uses for the funds. There was discussion about how the funds are to be distributed and the potential for duplication of services. Mike B. is concerned that the money will not be going to those who actually need it by recreating a mechanism within libraries instead of using the resources that already exist. Kris also expressed concern that situations will be created using these funds but the libraries won't be able to continue to provide these services in the future. Rick commented that the hope is the funding will build some internal capacity for public libraries to be able to meet the existing needs

of their patrons by adding public computer terminals and other means of support. A great emphasis is being placed on collaboration with other agencies and schools. Rick ended the federal report by adding that the Library of Congress has received additional money to fully fund the talking books program, which is particularly important in light of the program's change from audio tapes to a digital audio format.

On the state level, the state superintendent asked for increased library funding to maintain current levels of service. The Governor has included this increase in his budget. Mike C. distributed a handout outlining these increases. Rick added that although the increased funding is intended to maintain current levels of service, some programs such as BadgerLink are so well-managed that increases in service might be possible. Rick also noted that the source of all library funding (not just the increases) has been changed to come from the Universal Service Fund (USF) (previously it had been a mix of GPR and USF). The USF is an assessment on telephone service. The budget is being presented in public hearings around the state. It will then be debated by the state legislature. After passing the legislature it will be forwarded to the governor for signature. Cal entered a motion to send a letter to the governor thanking him for his confidence in libraries, in light of cuts to other programs. Sandra Melcher seconded the motion; the motion carried. Cal followed by entering a motion to send letters to members of the Joint Finance Committee expressing support for the governor's budget for libraries. Doug seconded the motion. Kris commented that there is a document (developed by WLA) addressing the movement of all library funding to the USF and why that is appropriate. She wants to send a copy of the document to the members of COLAND. Kathy asked for further discussion; there was none and the motion carried. Rick ended the report by commenting on Mary's question about stimulus money; he noted the stimulus funding that impacts libraries is for broadband service for unserved and underserved areas. DPI is working with the Public Service Commission to pursue these funds. There is bipartisan support on the issue of broadband. Rick then announced that State Superintendent Burmaster will be the next president of Nicolet Area Technical College, starting July 1. Annette went back to the topic of broadband and asked if schools (particularly school libraries) will be included in the conversations about broadband service. Rick affirmed that they will be included. Kathy commented that this is one of the strategic directions from the visioning summit and is an issue COLAND needs to stay on top of; she suggested it as an agenda item for the May meeting.

9. SUGGESTIONS FOR FUTURE AGENDA ITEMS

In addition to the items already suggested, the following items were suggested:

May – elect nominating committee to choose a proposed slate for 2009-2010 officers;

July – election of officers.

Catherine suggested a presentation by representatives from UW-Milwaukee and UW Madison to discuss education programs for school library media specialists. Annette agreed this is a good topic but possibly May is not the right time to present it because of the time of year (end of semester). There was discussion about the May conflict with the WAPL conference and Rick noted that DPI staff can only travel to locations that would not necessitate overnight travel. There was some discussion about meeting in the Dells at the end of the WAPL conference; several COLAND members are involved with WAPL activities on May 9 so could not attend. Mike B. suggested moving the meeting to the following Friday, May 15. No one had objections to that date. Kris suggested holding the meeting in Stevens Point; that location worked for most people and there are several possible locations (public library, school library, or UW Stevens Point). The discussion then turned back to agenda items for May. Possibilities are the issue of libraries dropping periodical subscriptions; follow up on visioning summit issue of literacy in Wisconsin; bandwidth update by Bob Bocher and additional discussion of broadband stimulus proposal and the USF.

10. FUTURE MEETING LOCATIONS AND DATES

July 10, 2009 – Cal suggested meeting in a correctional facility library; there was a discussion about possible sites. Rick also suggested holding the July meeting at GEF 3 and inviting the new state superintendent. Kathy agreed and suggesting talking about the visioning summit and other issues.

11. REVIEW FOLLOW UP ITEMS

Follow up items are:

Letter to governor thanking him for supporting funding for libraries;

letter to Joint Finance Committee in support of the governor's budget for libraries;

status of LSTA category for a school library media summit.

12. ANNOUNCEMENTS

Congratulations to Sandra on her retirement from Milwaukee Public Library.

Steve announced the DPI Economic Recovery site went live at 11 a.m. today. He also reported that the 12-02 staff report shows 1,111 school library media specialists, down 28 from last year.

13. ADJOURNMENT

Kristi Williams moved to adjourn; Doug seconded the motion. The motion passed and the meeting was adjourned at 11:44 a.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Michael Bahr".

Michael Bahr, Secretary