

A G E N D A
Council on Library and Network Development

March 14, 2003

9:00 a.m.-2:30 p.m.

UW-Madison Educational Sciences Building
1025 W. Johnson Street, Madison

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|-----|---|---|-------------------------|
| 1. | Call to Order | John Reid, Chair | |
| 2. | Roll Call/Determination of Quorum | Roslyn Wise | |
| 3. | Adoption of Agenda | All | Action |
| 4. | Welcome to the Center for Instructional Materials & Computing (CIMC) | Michael Cohen,
Assistant Director,
CIMC | |
| 5. | Approval of Minutes of January 10, 2003 Meeting | All | Action |
| 6. | Correspondence | John Reid | Information, discussion |
| 7. | Review COLAND Goals for 2002-2003 | All | Information, discussion |
| 8. | Presentation – Wisconsin Library Association Marketing and Publicity | Peter Gilbert, President,
Wisconsin Library
Association | Information, discussion |
| 9. | Library Legislation Update
a. State budget situation
b. Library legislative agenda
b. Report on WLA 2003 Library Legislative Day, February 4, 2003
c. Other federal and state bills | Rick Grobschmidt | Information, discussion |
| 10. | Wisconsin Educational Network Collaboration Committee (WENCC) and BadgerNet | Bob Bocher, Steve
Sanders | Information, discussion |
| 11. | Presentation on UW-Center for Instructional Materials & Computing | Jo Ann Carr, Director,
CIMC | Information, discussion |
| 12. | Tour of CIMC | Jo Ann Carr | Information, discussion |
| 13. | Library Information Technology Advisory Committee (LITAC) report
a. Linked systems | Bob Bocher | Information, discussion |
| 14. | LSTA Report
a. Advisory Committee
b. Reauthorization and Budget | Peg Branson, Larry Nix | Information, discussion |

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| 15. | School Library Media Updates
a. Ed-Tech
b. GWETC
c. MarcoPolo and Curriculum Resource Center
d. enGauge
e. Information and Technology Planning Workshops | Neah Lohr | Information, discussion |
| 16. | Interlibrary Loan and Resource Sharing Conference | Rick Grobschmidt | Information, discussion |
| 17. | E-Rate, TEACH, filtering, Gates Grants Update | DPI Staff | Information, discussion |
| 18. | Public Librarian Certification Study Committee | John Reid | Information, discussion |
| 19. | COLAND Appointments | All | Information, discussion |
| 20. | Future Meeting Dates
a. May 2, 2003, Door County Library, Sister Bay
b. July 11, 2003, Carthage College, Kenosha | John Reid | Discussion, action |
| 21. | Announcements | All | |
| 22. | Adjournment | John Reid | Action |
| 23. | Tour of South Central Library Delivery Service Facility | Bob Blitzke | Information, discussion |

**COUNCIL ON LIBRARY AND
NETWORK DEVELOPMENT**

Meeting Minutes (Corrected)

March 14, 2003

9:00 a.m.-2:30 p.m.

**UW-Madison Educational Sciences Building
1025 W. Johnson Street, Madison**

Members Present: Mary Bayorgeon, Appleton
Kate Bugher, Madison
Eugene Engeldinger, Kenosha
Miriam Erickson, Fish Creek
Sherry Freiberg, Eldorado
Pat LaViolette, Green Bay
Janean Miller, Boscobel
Eugene Neyhart, Sussex
Kathy Pletcher, Green Bay
John Reid, West Bend
Philip Sawin, Menomonie
Geraldine Wells, Tomah
Kristi Williams, Cottage Grove

Members absent: Kristin M. Crooks, Madison
John Foster, Kaukauna
David Huebsch, Onalaska
Barbara Manthei, West Salem
Milton Mitchell, Chippewa Falls
Gyneth Slygh, Fall Creek

DPI Staff: Bob Bocher
Peg Branson
Richard Grobschmidt
Neah Lohr
Larry Nix
Steve Sanders
Roslyn Wise

Guests: Jo Ann Carr, CIMC
Michael Cohen, CIMC
Peter Gilbert, WLA

1. CALL TO ORDER

John Reid called the meeting to order.

2. ROLL CALL

Roslyn Wise called the roll. Eleven members present at roll call; two more arrived shortly after the meeting began.

3. ADOPTION OF AGENDA

John Reid requested motion to approve the agenda. Miriam Erickson moved to approve; Kristi Williams seconded; motion passed.

4. WELCOME TO THE CIMC

Michael Cohen, Assistant Director of the Center for Instructional Materials and Computing, welcomed the group.

4. APPROVAL OF MINUTES

Minutes from January 10 meeting presented for adoption by John Reid. Kathy Pletcher motioned to approve minutes; Miriam Erickson seconded; minutes approved as submitted.

5. CORRESPONDENCE

John Reid sent letters to Senators Feingold and Kohl endorsing reauthorization of LSTA funding; no response as yet. According to Peg Branson issue had overwhelmingly passed in the House, but no Senate action so far.

6. REVIEW OF COLAND GOALS FOR 2002-2003

Larry Nix read through goals for 2002-2003 and updated the Council as to status of each item.

7. WISCONSIN LIBRARY ASSOCIATION MARKETING AND PUBLICITY PRESENTATION

WLA president Peter Gilbert handed out copies of the WLA strategic plan brochure, listing WLA's five main goals. First two are WLA's "advocacy goals" for getting libraries funded and for promoting libraries to the public. Gilbert reported on WLA PR committee activities in the past year which have focused on supporting small, local libraries by providing resources and training to help them promote themselves and libraries in general. He described the PR committees' activities during last fall's WLA conference. The committee has also added a number of public relations resources to the WLA web site.

Gilbert reported on other PR efforts, including Supt. Burmaster's 30-second PSA for television scheduled to air soon, and public relations and library advocacy discussions by the WLA Foundation. The WLA Library Development and Legislation (LDL) Committee has been

providing advocacy workshops around the state. The LDL Committee also commissioned a “Support Free Libraries Resolution” reaffirming the concept of free public libraries in the state, in response to the efforts to pull back on this mandate for free library services. The WLA Board and SRLAAW have both endorsed the resolution; Gilbert encouraged COLAND to consider endorsing it as well.

Also discussed was the concept of an Advocacy Tool Kit, similar to from the American Library Association. Kit would includes sample news releases, postcards, handouts, etc., that libraries could customize; such a kit would tie together legislative and PR efforts on a local level.

Gilbert concluded by stressing that “getting it (the message) out to the local level” is where WLA publicity efforts are focused. The Council responded with questions and comments on issues including guidelines for setting up foundations, assessing success of PR activities, the importance of coordinated efforts between groups, and the need to make it easier for people to contact local officials. According to Larry Nix, funding for public relations will be one of the items put forward at the upcoming LSTA Advisory Committee meeting. A public hearing will be held at the meeting for comments on 2004 LSTA funding priorities. Miriam Erickson moved for COLAND to present a letter or have someone attend this hearing in support of this proposal. Philip Sawin seconded the motion. Larry Nix provided clarification about the amount and the proposed use of the funds (\$30,000 to hire a consultant to prepare a statewide PR plan). Kristi Williams agreed to represent COLAND at the hearing; John Reid said he would write a letter and attend meeting if possible; the motion passed.

9. LIBRARY LEGISLATION UPDATE

Attending his first “official” meeting, Rick Grobschmidt gave an update on the state budget situation. The Governor has proposed two budgets: an emergency budget for the balance of the current fiscal year, and the 2003-2005 biennial budget. The emergency budget, necessary to correct an impending deficit, has been approved by the legislature. DPI must cut close to \$641,000 (5% for the balance of the year). Cuts mainly in operations spending (travel, supplies, staff); vacancies are not being filled and some positions are being eliminated. There were no cuts in library system aids or to the level of contract funding in the emergency budget.

The joint legislative finance committee is currently conducting hearings around the state to hear input on the Governor’s proposed 2003-05 budget. Rick provided a handout on the impact of the budget on state-funded library programs. The budget keeps the current (2003) funding level for

library systems but reduces system GPR funding by \$2.1 million, substituting this amount of money from the Universal Service Fund. Other highlights from the handout include a possible reduction in the amount of money available from the Common School Fund due to lower interest rates, a small increase in BadgerLink funding in order to maintain current level of service, and a reduction in the funding for library contracts. The budget also proposes to eliminate 25 FTE positions from DPI.

The Governor proposes to eliminate several technology-related programs including the TEACH board, K-12 technology block grants, technology training grants, and wiring loans. He recommends transferring remaining TEACH programs to DPI. The University of Wisconsin's request for a \$6 million biennial funding increase for campus libraries was not included.

Rick discussed WLA's annual Library Legislative Day, held February 4. Attendees included Supt. Burmaster, Lt. Gov. Lawton, and Gov. Doyle. Larry Nix briefly discussed pending library legislation resulting from the Superintendent's Task Force on Public Library Funding. More information about status of this legislation should be available at the next COLAND meeting.

A general discussion followed about ways to increase library revenue, and implications of charging fees to use library materials. After much discussion the consensus is that no one wants to charge for library materials but this is an issue that will keep coming up.

10. WISCONSIN EDUCATIONAL NETWORK COLLABORATION COMMITTEE (WENCC) AND BADGERNET

Steve Sanders and Bob Bocher gave a PowerPoint presentation with handouts on BadgerNet, the statewide telecommunications access network, and WENCC, a subcommittee of the Wisconsin Executive Collaboration Committee, commissioned to evaluate options for replacing the current BadgerNet Video Network contract which expires in December 2005. The committee is also charged to assess and make recommendations for present and future (through 2010) educational technology applications. Steve presented a brief history of BadgerNet, which grew from the distance-learning needs of smaller local school districts, and discussed WENCC's needs-assessment process and its first four recommendations as described in the handout.

Bob continued with a discussion of the last three recommendations and the timeline for accomplishment. The committee is now meeting with potential vendors and hopes to have a decision with new contracts signed by November or December of this year. A number of issues need to be resolved including type of video transport to be used, who or what entity will manage

the network, and what will be the role of WiscNet. The new network should be fully operational by December 2005.

11. PRESENTATION ON UW-CENTER FOR INSTRUCTIONAL MATERIALS & COMPUTING

Jo Ann Carr, director of the CIMC, gave a presentation about the Center and the types of services it provides. Services are targeted toward the School of Education but they provide outreach and services to education resources throughout Wisconsin. The CIMC collaborates with libraries and media centers across the campus, linking with other curriculum materials centers through their web site. The collection includes professional, instructional, and juvenile materials (such as in school library media centers); it is a “working,” not research, collection. She distributed a packet of handouts about the CIMC which describe in more detail the types of resources and services available to students and faculty.

12. TOUR OF CIMC

13. LIBRARY INFORMATION TECHNOLOGY ADVISORY COMMITTEE (LITAC) REPORT

Bob Bocher reported on the February 21, 2003 LITAC meeting, held at the Reference and Loan Library. Agenda items included updates on WENCC, LSTA program, Interlibrary Loan and Resource Sharing Conference, WISCAT, changes to BadgerLink, and committee vacancies. The committee reviewed previous discussion topics with an eye toward future agenda items.

To save time, Bob moved to Agenda Item 17 and reported on Congressional action involving the e-rate program. A bill has been introduced in the House to eliminate the e-rate program and the Commerce Committee is opening hearings on abuse of the program. On the issue of Internet filtering, the Supreme Court recently heard testimony of the Children’s Internet Protection Act lawsuit; a decision, expected to be close, should be reached by end of June or early July. Bob also discussed Gates Grants implementation; computers have been installed in approximately 100 of the 233 in-state libraries receiving the grants. Completion is expected in early May.

14. LSTA REPORT

Peg Branson reported on the upcoming LSTA Advisory Committee meeting. Primary item on the agenda is to establish grant categories for 2004 funding. She handed out a list of possible projects. New LSTA proposals include the \$30,000 request for the Library Marketing Audit and Plan discussed earlier in the meeting.

In February, funding for LSTA for 2003 projects was approved by Congress and signed by the President. Because the approval was late (federal fiscal year begins October 1; projects usually

run January -December), most LSTA projects were delayed until the amount of funding was definite. President Bush did include money for LSTA in his 2004 proposed budget.

15. SCHOOL LIBRARY MEDIA UPDATES

Neah Lohr reported on several topics including a call for proposals for the upcoming WETC (Wisconsin Educational Technology Conference) conference, October 21-23 in La Crosse; the list of districts eligible to apply for EdTech subgrants; and the Curriculum Resource Center. She also reported on the list of districts participating in the enGauge program, and the Improving Literacy through School Libraries program, available for school districts with at least a 20% poverty rate. Last year 33 Wisconsin districts received the funds, this year only nine. Although only a small amount of money is available (\$12.5 million nationally), eligible districts are encouraged to apply to document that the need exists. Neah passed around handouts on each topic.

Neah also reported on the possible impact of eliminating school library media specialist positions as a way to cut district costs. There is particular concern over the loss of specialists at the elementary level. One new LSTA proposal is to study the value of a strong library media and technology program. Following Neah's report, Miriam Erickson made a motion for someone from COLAND to attend the LSTA hearing in support of this proposal; Kate Bugher seconded, and the motion passed.

16. INTERLIBRARY LOAN AND RESOURCE SHARING CONFERENCE

Rick Grobschmidt provided a handout about the conference proposal and briefly reviewed the background and purpose of the conference, which grew out of an LSTA Advisory Committee recommendation to use \$53,571 in LSTA funds to study interlibrary loan and shared systems in Wisconsin and promote the linking project. The Superintendent decided to use \$20,000 of this money for a conference to address this issue. The conference was originally scheduled for May 2003; the current plan has rescheduled the conference for September 2003.

17. E-RATE, TEACH, FILTERING, GATES GRANTS UPDATE

See agenda item 13.

18. PUBLIC LIBRARY CERTIFICATION STUDY COMMITTEE

John Reid reported on the progress of the committee to date. At their most recent meeting they reviewed the code and current requirements, and discussed information and recommendations about what training is now offered and what should be offered. The committee will meet again in April; hope to have final meeting and to make a decision by June. Peg Branson, committee

chair, discussed training needs for small library directors such as the type of training, amount of training, schedule of training, as well as training format and on-line availability. Larry Nix reported the DLTCL is currently working on a handbook for library administrators, to be offered as a supplemental training tool. He also talked about the plan for updating the basic library management course currently offered by UW Madison.

19. COLAND APPOINTMENTS

Seven current appointments will expire in July. John Reid will contact the Governor's office and report on the status of new appointments at the next meeting.

20. FUTURE MEETING DATES

The May 2 meeting will be changed to Madison because of budget-related travel restrictions. The July 11 meeting will still be held at Carthage College in Kenosha, but the starting time will change from 9 am to 10 am to allow travel time for DPI staff.

21. ANNOUNCEMENTS

There were no announcements.

22. ADJOURNMENT

A motion was made to adjourn the meeting; the motion passed.

23. Group drove to the South Central Library Delivery Service facility for a tour by Bob Blitzke.

Respectfully submitted,

John Reid
Secretary pro tem