

LSTA Advisory Committee Meeting Minutes

Tuesday, September 18, 2018

9:00 a.m. to 3:00 p.m.

DeForest Public Library, DeForest
Community Room

Attendance: Tanya Misselt, Joe Davies, Amanda Hegge, Rachel Arndt, Brian Williams-Van Klooster

DPI Staff: Kurt Kiefer, John DeBacher, Martha Berninger, Ben Miller, Maria Ingraham, Tessa Michaelson Schmidt, Michael Dennison

Members of the Public: Vicki Teal Lovely (SCLS), Corey Bauman (SCLS)

Excused: Cherie Sanderson, Katharine Clark, Omar Poler

Call to Order

The meeting was called to order at 10:06 a.m.

Welcome & Introductions

DeBacher and Kiefer welcomed the committee. Kiefer reinforced the importance of the LSTA Advisory Committee as a key strategic partner in representing lots of folks on executing the LSTA program and thanked the committee for their service. He mentioned [2017 Wisconsin Act 142](#) as an expansion of fund sources for library projects. The committee should keep this in mind as there are other sources of funding beyond LSTA funds. Funds can now be used to double down on professional development and training for library staff throughout the state. DPI's state budget request was officially submitted on the 17th. The library request asked for an increase in resource sharing funds, BadgerLink content, and library system aid. It's an aggressive request that the department sees as reasonable. This request will go to the Department of Administration on behalf of the governor to create an official state budget.

Staff and committee members introduced themselves.

Review Agenda

DeBacher reviewed the agenda for the committee.

Minutes of November 30, 2017 Meeting

Davies moved to approve the minutes of the November 30, 2017 Meeting minutes, Williams-Van Klooster seconded. Motion carried.

Updates: National, State, DPI

Berninger gave staffing updates from the Public Library Development team and Resources for Library and Lifelong Learning. Two new staff members have joined the team since the last LSTA meeting. She also updated the committee on the PLD inclusive services institute. Berninger updated the committee on the completion of the BadgerLink procurement and outlined the updated content. Content categories bids that were awarded, but not contracted by the DPI, are available at the same statewide contract rate by other organizations at the price offered if there is interest. LitFinder and Recorded Books Transparent Language fall into this category. All BadgerLink content should be available by the end of the week. DeBacher reiterated the success of moving Learning Express Library off of LSTA funding and on to State funding, making available \$191,000 in federal grant funds for other projects.

Berninger updated the committee on the recent site visit from Dennis Nangle, Senior Program Officer for IMLS's Grants to States Program.

Most of the 2017 LSTA grants have been completed.

Berninger updated the committee on TEACH grants, 172 requests were funded for training grants with \$15,000 awarded.

WISCAT licensing has been streamlined and improved. This will improve messaging and reduced delays in processing licenses. This was funded through WISE money after the passage of [2017 Wisconsin Act 142](#).

Funding extended for Microsoft IT Academy includes licenses for 16 public libraries. The intent is to have 16 resource libraries provide service throughout the state.

A School library workgroup has been formed up to discuss Common School Fund issues, Future Ready Library framework, and Technology Literacy Standards. This type of standing body hasn't existing for quite a while.

Kiefer updated the committee on [Measures that Matter](#). An action plan for libraries working with data and building capacity has been created by this initiative started by COSLA. This framework compartmentalizes thinking about data. DPI will share the action plan with the committee.

Kiefer also updated the committee on the federal budget process. It appears that IMLS funding will be relatively stable. IMLS is also being looked at for reauthorization.

Public Hearing

DeBacher shared an email from Sherry Machones, director of the NWLS. She expressed concerned about the reduction of LSTA funding for Delivery Services. The email has been saved as a PDF and has been shared with the committee.

Corey Bauman from SCLS Delivery recognized the long term arrangement with the LSTA program that helps to support supplies for maintenance and repair that go into the fleet. This funding is very important to their budget. They have secured a deal with UW to provide delivery services to them as well. 2019 will likely bring changes as the PLSR process progresses. SCLS Delivery travels 650,000 miles per year statewide to delivery library materials.

Vicki Teal Lovely from SCLS presented. They are in support of change to collaboration. The digitization project was announced in December and they begin working immediately to develop a phased plan. Purchasing equipment (phase one) is vital but supporting the libraries is critical (phase two). They ask that that support of public libraries, especially regarding to staffing, would be considered with LSTA.

LSTA Committee Composition, Vacancies

DeBacher reviewed the membership status from the handout shared with the committee. Due to uncertainty of the committee continuing, no new recruitments had been made yet. Current members have confirmed their term endings with Ingraham. The word had been put out through the division's blog to call for interest from members of the library community and will be shared through DPI's Google Communities for Libraries.

Kiefer asked the committee for ideas on recruitment. Williams-Van Klooster asked if it was challenging. Schmidt shared the issues we had the past year with new staff, figuring out the term limits of current

members. Response in the past has been positive. Hegge asked if DPI had reached out to WLA roundtable chairs. DeBacher commented on need for adding diverse representation as a goal, not to discourage applications but to include geographic, size, poverty level, etc.

Schmidt put out there that people are encouraged to self-identify as DPI shouldn't "guess" what categories applicants identify as.

Arndt asked what they could do beyond their own network. The change to a 4 year term was a valuable change for better effectiveness. Committee is incredible for professional development. Offered to formally speak to those benefits and what members learn being part of this committee. DeBacher noted other areas of consideration: work on TEACH, from other states, worked in different systems. Schmidt mentioned goal to have all new members start in January 2019, and DPI will send a reminder in a couple weeks to meet deadlines to submit the application paperwork. If committee would like to submit comments for this follow up message, no pressure, but are welcome to share given the deadline.

Williams-Van Klooster commented that call for participation is broad, and while there are characteristics DPI is looking for, if the call for applications can include messaging based on current committee make-up and made clearer to library community. Davies commented that could come from boosts from systems. Dennison suggested sharing messaging prompts.

Break

The committee took a break at 11:14 and reconvened at 11:27.

Review of the 2018-2022 LSTA Plan

Berninger reviewed the 2018-2022 LSTA plan. A slide deck was shared with the committee detailing the evaluation of the 2013-2017 period and the goals and alignment to IMLS focal areas and intents of the 2018-2022 plan. Berninger stressed that assessing and discussing the plan on a continuing basis is important when it comes time to identify and endorse current and future projects.

Budget Review

Dennison reviewed the LSTA Budget Years at a Glance document and explained the activities the department undertakes at any given time. Currently, the department is a little behind due to staffing changes, but working quickly to get back on track. The full 2017 LSTA award will be expended in full. Division staff works with the department's Business Services team to make sure accounts are tracked.

Arndt commented that this document is very helpful in visualizing the LSTA timeline and helping the committee understand what they should be doing at each of these meetings.

Schmidt noted that this came out of internal meetings. PLD developed a "dashboard" graphic to show on a timeline where we are, and saw importance of sharing externally with committee and help understand the gray areas with overlaps. Kiefer noted that it has been difficult with this budget the past 2 years because of uncertainty with budgets at the federal level. This makes distributing subawards especially difficult. DPI is hoping to see more stability at this level going forward. Schmidt stated that having this allows us to have shelf-ready projects understanding assets and to be nimble and flexible.

Kiefer reminded the committee that local funds tend to support local libraries, state funds support regional initiatives, federal money supports statewide services. This isn't always the case, but is a good guideline and something DPI tries to adhere to.

Current Project Updates (slides 1-20)

Miller reviewed Current Project slides of 2017 projects.

Digitization kits - surveys have been circulated to gather input on this project. Kiefer noted connection

to WiLead Project. Miller noted slide scanners will also be included.

RIPL - Miller noted DPI attendees have included Miller, Schultz and DeBacher. WI cohort will act as a sounding board on how to connect better to Measures that Matter. Kiefer noted that DPI has learned that while it can put together software to share data, the value is lost unless training is available for users of the data so they can interpret and embed the learning into their programs and services. Williams-Van Klooster endorsed the importance of training users on data gathering and analysis. Kiefer pointed out that the resources and tools are consistent, but implementation differs across regions. Arndt commented on consistency, and the importance of this as a starting point with data. DeBacher noted that Judy Pinger of Milwaukee has already been sharing her training with other staff.

Community Engagement - formal needs assessment of staff training to find out what actual tools and training is needed at the local library level. DeBacher stated that while there is a generic level of needed training, must tailor needs for specific types and sizes of libraries.

Connect and Create

Continuing Education on Serving Older Adults - only 2 of 4 trainings have happened, with 2 more trainings for the Northern tier

Miller reviewed slides for Ongoing projects. Comments noted on Increase Capacity for Technology Tools and Resources - PLSR, relating the budget amount to that from the previous online update. Kiefer notes that this is coordinated effort statewide, not that we implementing. Schmidt noted results from the Summer Library Program Survey.

Inclusive Services Institute - human experience, goes deep. Kiefer notes that we are building leaders through these institutes.

Lunch

Committee broke for lunch at 12:25 pm. Reconvened at 12:54 pm.

Project Proposals (slides 21-34)

Schmidt directed committee to remainder of slides to review Proposed 2018 Budget projects for committee approval (2 slides per project).

DeBacher shared background on previous technology consultant position and team roles that were updated with the addition of the team program assistant (Ingraham) and the Data, Finance and Compliance Consultant (Dennison). Technology Consulting Services project came from part of a more recent facilitated team assessment on what tasks and roles were needed, Schmidt added. Kiefer clarified that we are looking at options, such that the work of current staff would potentially be funded with LSTA, not that a new staff member would be added to fulfill all these roles/tasks. Asking committee to put hold on this bucket of potential funding for the services however the form it takes in the future.

Miller summarized slide Statewide ILL meeting to provide face to face meeting and see each other as resources, and to make it easier for libraries to attend that cannot make other events such as WLA. The focus will be ILL holistic rather than specific WISCAT? Funding will help to provide food, speaker, etc. Davies was interested in who is on the shortlist for ILL presenters to speak.

Schmidt summarized the slide for the Leadership Capacity project on behalf of Monica Treptow. This would bring together library stakeholders to inform DPI of what is happening in the field. Likely would be cross-funding, but some from LSTA.

Schmidt summarized the Library Substitute Staffing Research proposal. This was prompted by feedback from the field about in-person training and institutes. With all the valuable professional development,

not everyone is able to leave their library to attend workshops. The Community Engagement surveys of library staff asked for input on what this would look like for substitute staffing through an outside entity. There is no RFP yet, but two other states have used LSTA funds for this to look as a model on what this looks like. Kiefer emphasizes option of partnering with the iSchool/higher ed. Misselt commented that her municipality had proposed cutting staff while increasing the library training budget. This plays directly into this topic. DeBacher noted that he didn't want this to supplement staffing from under-resourced/funded libraries and there would have to be a system for vetting substitute funding decisions.

Schmidt summarized the slide for statewide training around community engagement. Looking for continued support to apply the learning from the previous study around community engagement and put the knowledge into practice.

Schmidt summarized the slide for Adult Services and Outreach Consulting Services. This is for a position, but would have lots of overlap with other consulting roles on the Public Library Development Team. DeBacher noted that this position would take the place of the previous LSTA and CE Consultant. It would also provide support to the library community on inclusivity and programming. The person in this position would work at the regional and national level on Continuing Education planning. DeBacher noted that both library teams are working to create more overlap and cross training to cover for vacations.

Berninger noted the \$244,999 Laura Bush grant award to address these issues related to the work noted under this project/position.

Schmidt opened up for comments/questions from committee. Kiefer asked what the committee thinks we should be doing/be most valuable? Misselt asked for clarification from Kiefer.

Van-Klooster stated that support is needed in areas where his staff is limited. An example was with basic information and training in digitizing materials. That was relieved when DPLA liaison Emily Pfothenhauer took the info they had and did the rest for them. They could share what they did with the community, and supplement expertise they shouldn't be expected to have.

Van-Klooster also shared an example of Data - libraries can collect it, but don't always know what to do with it. The charts produced by the DPI from local report data is good.

Misselt - referenced links to data sources to work with, but noted that there is no central depository she knows of. Also marketing - most do not have a marketing coordinator, and expressing need for more staff, but not always a priority.

Arndt - model of statewide summer reading could be applied that way as template, what does a Wisconsin Library Do? Can plug and play with statewide marketing
Misselt notes that the standards are good example -

Kiefer notes providing data to inform decision making and community engagement through information.

Arndt learning, analyzing, growing capacity - if all successful, 1-3 years down the line will want to do stuff with information - what learning at institutes, seed money, if funding is unstable or flat, but what will people want to do with all these projects. Schmidt wonders if, in Arndt's experience, she feels if the sub staffing model would be beneficial for staff in a next phase. There was also a request to develop plug-and-play resources.

Misselt stated her position requires building efficiency, but lacks previous training/experience. Kiefer

restated this as a focus on continuous improvement and improving business processes.

Hegge also spoke to data, previously discussed.

Federal FY2018 Final Budget

DeBacher directed committee members to the proposed 2018 budget. Dennison summarized the budget document and walked committee members through the formatting. These numbers are an estimate, not actual budget numbers. Currently the estimated expenditures exceeds estimated revenues, some of this will change as fund reconciliations are finalized. Dennison also noted projects that moved from 2017 funding to 2018 funding.

DeBacher indicated he was not uncomfortable with the budget as it is presented due to the fluidity of final budget numbers. He asked if the committee was comfortable with the budget or had any questions. Misselt commented that her favorite was the Leadership Capacity goal and projects budgeted. Arndt also commented that building that capacity and learning (teach to fish)

Kiefer noted that leadership development and standards and certifications can be built out from a software standpoint. As we look forward that would be a possibility.

Arndt asked what costs are truly fixed costs. For example, OCLC Worldshare is a fixed cost. Is the department looking at cutting soft costs, for example spending \$55,000 instead of \$60,000. Dennison replied that that is true. He also pointed to WISCAT licensing revenues that are not represented on this budget. DeBacher noted that this results in somewhere between \$85,000 - 88,000.

Schmidt commented on soft costs of Statewide Coding Initiative and training the trainer activities. That would offset some of the \$50,000 budget, consequently, at this time the DPI plans to spend \$25,000, and the 2019 budget needs to be clarified based on the changes in 2018.

Van-Klooster commented that, while the numbers are there as guide, the projects all relate to the Plan's goals.

Arndt noted that she isn't opposed to any of the slides. She feels that there was enough thought put in and justification given that she would be willing to endorse immediately.

Van-Klooster made a motion to endorse the FY 2018 LSTA Final Budget, Arndt seconded this. Motion carried with a unanimous vote.

2019 LSTA Budget Development

DeBacher noted that DPI will engage many stakeholder groups about priorities for 2019, including systems, but solicited the committee for priorities to consider.

Hegge commented that people around the state are looking for leadership tools and projects. Kiefer stated that marketing and advocacy focused projects could serve as leadership projects.

Arndt commented that the pump is primed for leadership projects that unite systems, as well as pilots to take us to the next steps with PLSR. Kiefer asked if DPI should be taking continuing education and consulting topics and taking them across the state. Arndt agreed and said that this could substitute for attendance at the annual conference, development can happen year long. Kiefer states that DPI does not have to the only experts, can come from systems, vendors.

Davies suggested that the obligation to share results, ideas, and findings be built into the DNA of these types of training and development opportunities. Not just within the each system, but statewide. Kiefer

noted that this would adhere to the funding priorities discussion from earlier in the day.

DeBacher talked about developing models for supporting consulting area experts around the library community to offset their efforts committed outside their library or system area - a way to financially support equity and share human resources.

Kiefer noted the increase in digital content and how that can level the playing field statewide. Training can be asynchronous and will likely manifest in the work of DPI more and more.

Schmidt summarized that DPI's goal is to be in touch with the LSTA committee on a more regular basis. She asked the committee for feedback on how information is presented to the committee. For example, should we be labeling fixed costs and soft costs? DPI wants input on the way information is organized and received so the Division can adjust and improve moving forward. DeBacher gave an example of developing the slide deck for today, flagging multi-year projects and differentiating them from ongoing projects.

Arndt commented that as a stakeholder, she is interested in seeing the things discussed come to fruition. Don't make extra work, but share the real world examples of how LSTA funding actually happens throughout Wisconsin. Making the connection from approving a budget to actual projects. Hegge stated this is especially important for new committee members and to see over time.

Select dates for future meetings

DeBacher shared out potential future dates for the Spring 2019 committee meeting. A decision was made that the next meeting will be *Thursday, April 18, 2019*.

Arndt gave thanks for being able to serve on the committee. She appreciated the opportunity to serve.

Kiefer thanked both Hegge and Arndt for their service on this, their last official meeting. He also thanked the rest of the committee for their work and attendance.

Adjournment

The meeting adjourned at 2:21 pm.