



GENERAL INFORMATION

Library System

Eastern Shores Library System

Describe demographic, economic, and other facts about your system that influenced the development of this and other system plans.

Eastern Shores Library System is a multi-county federated library system. It has thirteen member libraries that vary in size. There are five small village libraries (under 5,000 pop.), three small city libraries (6,000 to 11,000 pop.), three joint libraries (5,000 to 25,000 pop.) and a large city library (over 50,000 pop.). The system is 741 square miles with a population of 201,902 in 2010. The 2010 count is an increase of 3.6% in population from the 2000 Census. The Library System serves approximately 4% of the state's population. 74% of the population resides in cities and villages and 26% resides in towns.

The 2010 Census for the age group distribution is: 0-18: 23.8%; 18-24: 7.6%; 25-64: 53.7%; and 65+: 14.9%. There is a 7.9% nonwhite population in the system, most being Hispanic, Asian or African American. There are 53,775 people (27%) who live in communities without libraries, 19% more than in 2000. This is primarily due to the Town of Cedarburg decision to discontinue its joint library agreement with the Cedarburg Public Library.

Sheboygan County is an important manufacturing county. Most of its area is considered rural, but a small number of its residents (about 2%) are involved in farming. 39% of the nonfarm workforce are employed in the "goods producing" industries: construction, manufacturing, durable goods and nondurable goods. 51% of the nonfarm workers are employed in the wholesale and retail trade establishments and other service industries. Recent reports show that it has an unemployment rate that is below the state and national average. More people commute into Sheboygan County for employment, than Sheboygan County residents commute out. Most of the people commuting into Sheboygan County are from Manitowoc County. Sheboygan County's per capita income is above the state average and national average.

Ozaukee County's rural population is in the northern half of the county. A little more than 3% of the population is engaged in farming. 26% of the workers are employed in "goods producing" industries. The growth in service industries is demonstrated by the more than 60% of the workforce employed in wholesale and retail trade services. Ozaukee County's unemployment rate is currently below the state and national average. 52% of Ozaukee County workers commute out of the county for employment, however residents of Waukesha, Milwaukee, Sheboygan and Washington Counties commute into Ozaukee County for employment. Ozaukee County's per capita income is above the state and national average.

Describe significant needs and problems that influenced the development of this and other system plans.

1. The decrease in state aid funding in this biennium affects the level of services that the library system can provide to its member libraries.
 2. The libraries, also financially squeezed by its municipal funding, are paying for some cooperative services and the library system was able to reduce that payment in 2013.
 3. The use of EasiCat (the shared library automation system) plays a major role in how the system provides interloan service, delivery service and cataloging service.
 4. The use of the Polaris Library System software that powers EasiCat, provides libraries with additional services for their customers.
 5. Notwithstanding the demand for library services, not all municipalities are providing their libraries with the funds they need to respond to the demand for books, technology and programming. Levy limits, whether self imposed or state imposed, placed on property taxes affects municipal funding for the libraries.
 6. The recession has placed an additional burden on libraries for the use of internet services, public access computers, and the librarians' ability to assist the unemployed and underemployed patrons. Ironically, this comes at a time when funds are not available to meet the demand.
 7. Libraries are dependent on the library system for certain computerized services and technical support. At some libraries it would not be cost effective to implement a computerized cataloging service or to install their own Internet access.
 8. The Library System is initiating discussions with adjacent library systems about merging library systems.
 9. Libraries need to prepare for the long-term impact of electronic technology and the use of Internet resources. The library's customers expect the library to be using electronic technology and electronic sources of information, as well provide traditional print resources.
 10. Patron demand for electronic materials affects the decisions libraries make about allocation of resources.
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GENERAL INFORMATION (cont'd.)

Describe the planning environment and process under which this and other system plans were developed. (List additional system planning documents with the period covered and attach any planning documents which have not previously been provided to the division.)

The 2013 Plan was developed based on discussions with member library staff, library directors, and library system board members at various meetings throughout the year. Member library directors meet every other month to discuss library system services and shared automation services. These meetings produce initiatives that are considered for the subsequent library system plan. Library System staff meet with member library staff during the year and any initiatives from those meetings are also considered for the library system plan.

Notwithstanding the desire to plan 3 to 5 years out, the fact that there is only a two-year guarantee of funding makes us cautious to suggest activities for more than 2 years.

ASSURANCES

The following plan and compliance document provides assurance that your public library system intends to comply with all statutory requirements for public library systems for calendar year **2013**. Indicate, with a check, your system's intent to comply with each system requirement and provide the requested information under each system requirement.

S.43.24(2) For a public library system to qualify for and maintain its eligibility for state aid under this section it shall ensure that all of the following are provided:

Membership Agreements

- (a) Written agreements to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library, except for the group programming preference authorized under s. 43.15 (4) (c) 4., and to provide for the interlibrary loan of materials among all participating public libraries, as evidenced by agreements with those libraries.
- A copy of the agreement with a list of all members signing it will be provided to the division by January 15.

Resource Library Agreement

- (b) Backup reference, information and interlibrary loan services from the system resource library, including the development of and access to specialized collections, as evidenced by a written agreement with that library.
- A signed copy of the resource library agreement will be provided to the division by January 15.

Reference Referral, Interlibrary Loan, and Technology

- S.43.24(2)(d) Referral or routing of reference and interlibrary loan requests from libraries within the system to libraries within and outside the system.

List ongoing activities related to this requirement.

1. a. Libraries use the WISCAT and WorldCat Resource Sharing software for the interloan of materials.
 - b. Provide FirstSearch access to WorldCat for member libraries to ascertain potential lending libraries for ILL requests.
2. Libraries use WISCAT and EasiCat for the request of multiple copies of books for book discussion clubs.
3. Libraries use EasiCat for interloan of materials among member libraries. These are often patron initiated interloan requests.
4. a. Provide a limited clearinghouse service by having libraries use WISCAT for requesting items owned by the non-public libraries in the system, non-ESLS libraries, and libraries using WorldCat Resource Sharing.
 - b. Provide a limited clearinghouse service by referring requests from out of state and non-WISCAT libraries to the member library that owns the material or can supply the material.
5. Participate in the South Central statewide courier service for interloan materials.
6. Provide support and workshops/training sessions on the use of the WISCAT Interlibrary Loan software and other interlibrary loan procedures and processes.
7. Confer with the member library interloan staff on the system role in interlibrary loan service.
8. Participate in WiLS and the Division's interlibrary loan service meeting.
9. Act as intermediary, if necessary, between member public library and Resources for Libraries and Lifelong Learning staff to resolve questions about requests.
10. Receive requests for, reserve, and ship Time for a Tale kits and BiFolkal kits.

Indicate new or priority activities relating to this requirement for the plan year.

ASSURANCES (cont'd.)

Inservice Training

- S.43.24(2)(e) Inservice training for participating public library personnel and trustees.

List ongoing activities related to this requirement.

1. Schedule workshops on topics chosen by member libraries.
2. a. Collaborate with Manitowoc Calumet Library System on workshops.
b. Collaborate with other library systems to provide workshops..
3. Distribute information on continuing education opportunities in other library systems, library schools, technical colleges, and other agencies.
4. Encourage the use of webinars, WebJunction courses, and other online courses among the member librarians.

Indicate new or priority activities relating to this requirement for the plan year.**Delivery and Communication**

- S. 43.24 (2)(fm) Electronic delivery of information and physical delivery of library materials to participating libraries.

List ongoing activities related to this requirement.

1. Contract with South Central Library System for 4 day a week statewide courier service for interloan materials and correspondence sent to other state libraries.
2. Provide three day a week delivery service by ESLS truck to member libraries.
3. Provide an additional two days a week delivery service to public libraries in the shared library automation network. The additional service is paid by Lakeland College and by member libraries in Ozaukee County and Sheboygan County.
4. Require payment from Kettle Moraine Correctional Institution for once a week delivery service.
5. Maintain the delivery service vehicle in order to provide safe and dependable delivery service.
6. Employ three drivers to share the workload of the delivery service.
7. Provide a separate program for Internet access and network services, (see below).
8. Provide two 800#s for the eight libraries outside the System's office calling exchange. These numbers allow member libraries to call the System office or the Mead Public Library.

Indicate new or priority activities relating to this requirement for the plan year.

1. Investigate the use of virtual meeting software for remote attendance at PLAC and SLAC meetings.
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Service Agreements

- S.43.24(2)(g) Service agreements with all adjacent library systems
- A copy of the agreement with adjacent systems with a list of all systems signing the agreement will be provided to the division by January 15.
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Other Types of Libraries

- S.43.24(2)(L) Cooperation and continuous planning with other types of libraries in the system area, which results in agreements with those libraries for the appropriate sharing of library resources to benefit the clientele of all libraries in the system area.
- The system will have agreements with other types of libraries, or if the system participates in a cooperation agreement with a multitype organization to meet the purposes of this goal, there is established a clear link between the system and the individual members of the multitype organization. A copy of the agreement with a list of all signing libraries will be provided to the division by January 15.
- Other types of libraries in the system area have had an opportunity to review and comment on the plan.
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Library Technology and Resource Sharing Plan

- S.43.24(2)(m) Planning with the division and with participating public libraries and other types of libraries in the area in regard to library technology and the sharing of resources. By January 1, 2000, and every fifth January 1 thereafter, the public library system shall submit to the division a written plan for library technology and the sharing of resources.
- Member public libraries and other types of libraries in the system area have had an opportunity to review and comment on the plan.
- A copy of the written plan, including any revisions and amendments, for library technology and resource sharing is attached to this document or is on file with the division.
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ASSURANCES (cont'd.)

Professional Consultation

- S. 43.24(2)(h) Professional consultant services to participating public libraries.

List ongoing activities related to this requirement.

1. Provide consultation to member libraries when requested in the areas of library administration and governance, automation and technology, interlibrary loan, public information, cataloging, shared library automation, county library services, reference services, youth services, and services to users with special needs.

Indicate new or priority activities relating to this requirement for the plan year.**Services to Users With Special Needs**

- S.43.24(2)(k) Promotion and facilitation of library service to users with special needs.

List ongoing activities related to this requirement.

1. Provide consulting to member libraries on serving people with special needs.
2. Share information from the Division's special needs consultant with member libraries through e-mail, newsletter, and local delivery service.
3. Provide member libraries with a BiFolkal kits lending service for their use with appropriate audiences.
4. Provide a delivery and interlibrary loan service to the Kettle Moraine Correctional Facility.
5. Participate in state meeting for library system special needs consultants.
6. Provide Bookmobile service to patients at the Sheboygan County Rocky Knoll Health Center, a nursing home which house the mentally ill as well as the disabled and elderly, and some assisted living centers in non-librariated areas of the system.
7. Gather and share with member libraries information on regional and county agencies serving adults with special needs.
8. Assist libraries in writing grants to benefit adults with special needs.
9. Write grants to serve individuals with special needs.

Indicate new or priority activities relating to this requirement for the plan year.**Other Service Programs**

S.43.24(2)(i) Any other service programs designed to meet the needs of participating public libraries and the residents of the system area, as determined by the public library system board after consultation with participating public libraries.

List each "other" service programs individually with ongoing activities and new or priority activities for the plan year under each program. For instance, if the system provides a bookmobile service program, list ongoing activities and new or priority activities for the bookmobile program. (Do not lump miscellaneous activities under a single "other" program.)

Library Services to Youth**Ongoing activities**

1. Coordinate the ordering of the state produced SLP materials and coupon give-aways for the member libraries.
 2. Coordinate the production of member libraries' locally produced SLP materials.
 3. Provide member libraries with a "Time for a Tale kits" lending service.
 4. Provide for the scheduling of the Ellison die cut machine at the member libraries.
 5. Provide an in-house Ellison die cutting service for member libraries.
 5. Share information from the Division's Youth Services consultant with member libraries.
 6. Coordinate state or regional youth services activities, e.g. Culver's National Library Week coloring contest.
 7. Coordinate the Grassroots Youth Services planning meeting, the Summer Library Program planning meeting and arrange a workshop on youth services for the member libraries.
 8. Participate in the Division's youth services consultant meeting.
 9. Ask member library youth services librarians to provide some consulting on youth services to other member libraries.
 10. Schedule member library youth services librarians to write an article for the system newsletter.
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ASSURANCES (cont'd.)

11. Collect and distribute statistics on the Summer Library Program. Statistics are used by public libraries for their annual report, the library system's annual report, and press releases.
12. Subscribe to pubyac and other message lists to keep current on issues within the youth services area and share information with librarians.
13. Continue as a Sponsor of the Sheboygan Children's Book Festival.

Public Information**Ongoing Activities**

1. Produce an electronic newsletter for member librarians, member library boards, other types of libraries and other library systems.
2. Produce a countywide library service report to county boards, town and village officials.
3. Prepare news releases on system services and activities to submit to radio stations and area newspapers.
4. Prepare news releases on local library use of library system services.
5. Prepare news releases and brochures on EasiCat.
6. Maintain the ESLS website and webpages.
7. Promote the use of the Time For A Tale kits and BiFolkal Kits among the target audiences of these kits.
8. Provide member librarians and trustees with information on advocacy for improved library funding at local, county and state level.
9. Share tips and hints on a variety of topics with member public libraries.
10. Supply libraries with brochures about services provided by Eastern Shores Library System to their library customers.
11. Encourage member library participation in the Wisconsin Library Association Foundation's Campaign for Libraries.
12. Produce library system annual report and distribute to member librarians, member library boards, county boards, town officials, village officials and the general public

Payments to Libraries**Ongoing Activities**

1. Under contracts with Ozaukee and Sheboygan Counties, the library system shall administer the respective county's county library service plan.
2. The county library service plans require the county to disburse the county library service funding to the library system. The library system uses those funds to reimburse the member libraries for service to residents of the counties who reside in municipalities without a public library.
3. Reimbursement is based on the statutory formula for reimbursement of public libraries and the respective county library service plan.
4. Provide member libraries and member counties with information on the county library tax exemption requirements.
5. Provide member libraries and member counties with information on the potential county board appointments to member library boards.

Network Services**Ongoing Activities**

1. Operate a wide area network for library automation and Internet service.
 2. Provide member libraries with Internet service.
 3. Provide member libraries with an e-mail message/ mailing list service.
 4. Maintain centralized virus protection software that is available to member libraries when needed.
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ASSURANCES (cont'd.)

5. Maintain a networked laptop computer lab funded originally by an LSTA grant.
6. Use LSTA technology block grant funds to underwrite the costs of TEACH data lines for library system and member libraries.
7. Maintain centralized computer operating system updates for member libraries.
8. Implement centralized third party software patch updates for system and member libraries.

Cataloging Services**Ongoing Activities**

1. Provide member libraries with an OCLC-based cataloging service.
2. Search, match and edit bibliographic records from OCLC for titles added to EasiCat.
3. Enhance short bibliographic records for items not found on OCLC and add original cataloging records to the OCLC database.
4. Perform cleanup, maintenance and authority control of the EasiCat database to enhance access to information as well as the accuracy of member libraries' holdings displayed in EasiCat, WISCAT, and Worldcat, by reducing duplicate bibliographic records, reducing duplicate authority records and updating bibliographic and authority records.
5. Manage member library holdings in OCLC.
6. Maintain accuracy of library holdings in EasiCat by removing item and bibliographic records for discarded items
7. Present cataloging training or refresher sessions for member librarians, as needed.
8. Monitor locally selected websites and URLs from OCLC records and check them for accuracy and appropriateness.
9. Update the records for the New York Times bestsellers lists and the Caldecott and Newbery Medal winners.
10. Offer general cataloging meetings to review procedures, projects, and issues, as needed.

Shared Integrated Library Automation Service**Ongoing Activities**

1. Participate in meetings of the Shared Library Automation Committee (SLAC), which oversees this service.
2. Maintain the service according to the Policies and Procedures created by the SLAC.
3. Promote EasiCat at each of the libraries and throughout the library system.
4. Provide funds for reimbursement of libraries that experience a net amount of crossover borrowing, or use these funds to purchase electronic resources that are available system-wide.
5. Provide funds for system administrator to attend the Polaris User Group meeting, if budget allows.
6. Provide technical support to member libraries for the use of EasiCat.
7. Provide system administrative support for EasiCat. (Reports, backups, daily maintenance)
8. Provide training on Polaris software and related programs.
9. Plan for and coordinate upgrades to Polaris software and hardware.
10. Maintain support server and software for the Bookmobile Verizon wireless service that connects the Bookmobile to EasiCat.
12. Subscribe to a service that enhances the online catalog with item images and additional information on these items.
13. Write custom reports for use in-house or by member libraries to provide additional information from EasiCat.
14. Participate in the Open WorldCat program to make our EasiCat holdings that are also in OCLC available to people using Google and Yahoo search engines.
15. Install upgrades to the Polaris software as determined by the Shared Library Automation Committee

Bookmobile Service to Ozaukee and Sheboygan Counties

ASSURANCES (cont'd.)

Ongoing Activities

1. Provide library service to communities in Ozaukee and Sheboygan Counties that do not have municipal public libraries.
2. Maintain a schedule of stops at places where people are likely to gather.
3. Maintain a collection of popular materials in various formats for recreation, information and education needs.
4. Provide in a limited capacity reference services and programming, and encourage customers to use other libraries for specific needs.
5. Maintain the vehicle so that it is safe and dependable for the service schedule.
6. Advertise services and schedules in area newspapers, radio stations and newsletters.
7. Provide access to EasiCat services to bookmobile customers.
8. Use wireless access to connect the bookmobile to the ESLS wide area network.

Administration

- The system will not expend more than 20 percent of the state aid projected to be received in the plan year for administration.
- The 2012 system audit will be submitted to the division no later than September 30, 2013.

Budget

- A copy of your public library system budget by service program category and fund source for the plan year (see attached guidelines) is attached.

CERTIFICATION

WE, THE UNDERSIGNED, CERTIFY that to the best of our knowledge, the information provided in this document and any attachments is true and correct, and that the system will be in full compliance with all applicable provisions of Chapter 43 of the Wisconsin Statutes for the year **2013**.

Name of System Director	Signature of System Director ➤	Date Signed <i>Mo./Day/Yr.</i>
Name of System Board President	Signature of System Board President ➤	Date Signed <i>Mo./Day/Yr.</i>

**FOR DPI USE
LIBRARY SYSTEM PLAN APPROVAL**

Pursuant to Wis. Statutes, the plan contained herein is: <input type="checkbox"/> Approved <input type="checkbox"/> Provisionally Approved <i>See Comments.</i> <input type="checkbox"/> Not Approved <i>See Comments.</i>	DLT Assistant Superintendent Signature ➤	Date Signed <i>Mo./Day/Yr.</i>
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Comments

PUBLIC LIBRARY SYSTEM 2013 ANNUAL PROGRAM BUDGET					
Program	2013 Public Library System Aid	System Aid Carryover and Interest Earned	Other State and Federal Library Program Funds	All Other Income	Total
Technology, Reference and Interlibrary Loan*					
1. Interloan and Referral	\$27,909	\$0	\$0	\$0	
2. Intnt, Ctlg, TchPlan, ILS	\$279,374	\$13,862	\$11,300	\$155,140	
3. Resource Library Service	\$59,538	\$0	\$0	\$0	
4. Electronic Resources	\$8,916	\$0	\$6,284	\$25,140	
Program Total	\$375,737	\$13,862	\$17,584	\$180,280	\$587,463
Continuing Education and Consulting Service*					
1. Cont. Ed and Consulting	\$14,665	\$0	\$0	\$0	
2.					
Program Total	\$14,665	\$0	\$0	\$0	\$14,665
Delivery Services	\$46,779	\$0	\$0	\$29,429	\$76,208
Library Services to Special Users	\$10,195	\$0	\$0	\$0	\$10,195
Library Collection Development	\$0	\$0	\$0	\$0	\$0
Direct Payment to Members for Nonresident Access	\$8,485	\$0	\$0	\$1,509,886	\$1,518,371
Direct Nonresident Access Payments Across System Borders	\$0	\$0	\$0	\$32,547	\$32,547
Library Services to Youth	\$11,513	\$0	\$0	\$0	\$11,513
Public Information	\$15,972	\$0	\$0	\$0	\$15,972
Administration	\$95,198	\$0	\$0	\$0	\$95,198
Subtotal	\$188,142	\$0	\$0	\$1,571,862	\$1,760,004
Other System Programs					
1. Bookmobile	\$0	\$0	\$0	\$225,606	\$225,606
2.					\$0
Program Total	\$0	\$0	\$0	\$225,606	\$225,606
Grand Totals	\$578,544	\$13,862	\$17,584	\$1,977,748	\$2,587,738

* These programs may be divided into subprograms at the discretion of the system. If choosing not to use subprograms, enter amounts on line 1. Line 4 is reserved for the amounts budgeted for electronic resources (see Program Budget Guidelines).