



**GENERAL INFORMATION**

Library System

Milwaukee County Federated Library System

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

The Milwaukee County Federated Library System (MCFLS) consists of 15 member libraries, 18 communities, and 27 library buildings serving more than 950,000 people. Except for residents in West Milwaukee, who are served through a separate contract with MCFLS, every person in Milwaukee county has a library in their community, freeing Milwaukee County from covering costs of non-resident borrowing.

Milwaukee County has significant demographic and economic differences from other areas in the state.

--Milwaukee County has a higher proportion of persons under 18 than the state as a whole, with almost one-quarter (24.5%) under 18, as compared to 22.8% statewide. (All figures from U.S. Census Bureau.)

--Conversely, Milwaukee has fewer residents over 65, with 11.9% of the population, compared to the statewide number of 14.8%.

--Milwaukee County is much more racially diverse than the rest of the state, with a population that is 27.1% African-American and 14% Hispanic. (Statewide these numbers are 6.5% and 6.3%, respectively).

--71.6% of all African Americans in Wisconsin live in Milwaukee County.

--Milwaukee is 53.4% White, compared to 82.5% in the state as a whole.

--16% of homes in Milwaukee County use a language other than English, compared to 8.6% statewide.

--Milwaukee County has a significantly higher portion of people living under the poverty level (20.9%), compared to the State (12.5%). Median household income in Milwaukee County is \$9,028 less than the statewide average.

--Milwaukee County's population density reflects its urban nature, with 3,926 persons per square mile compared to 105 persons per square mile statewide.

Significantly for MCFLS, the City of Milwaukee is the largest city in Wisconsin and makes up almost two thirds of the population of Milwaukee County. The Milwaukee Public Library has thirteen locations in the system and serves a high proportion of those who live under the poverty level.

Most communities in Milwaukee County are almost fully developed with little ability to greatly increase their tax bases through new residential construction. The southern edge of the county and the northwest corner do have some ability to add housing, though the pace of new construction has slowed. Because of this and because of slow economic growth, communities have not been able to increase funding for their libraries, and in many cases have not kept up with inflation. MCFLS, too, has seen no budget increases in the last few years.

Trends for MCFLS members over the last ten years point out some budgetary difficulties. While total library income and per capita support increased by 12.9% and 11.6% respectively between 2003 and 2013, these increases fall far short of the 26.6% cumulative inflation rate over those ten years. This budget shortfall is most obvious in two areas. First, the amount member libraries spent on library materials dropped 14.6%, from \$4,217,996 in 2003 to \$3,603,919 in 2013 (amounts not adjusted for inflation). Second, total staff employed at member libraries decreased from 584 to 512 over these ten years. Considering the materials budget and staffing drops, it is surprising that overall circulation only fell 3.2% during this time, and remarkable that member libraries were able to nearly double the number of internet-accessible computers, from 672 to 1,086.

As in the rest of the state, MCFLS has seen a surge in the amount of digital content being circulated to library users. MCFLS and member libraries continue to watch for different digital content providers in other formats, and MCFLS continues to see strong use for its licensed digital magazine content through Zinio. Use of ebooks and digital audio continues to grow through Overdrive, both with the state licensed content and through MCFLS Overdrive Advantage account.

The 2015 system plan is largely formed by ongoing contractual commitments MCFLS has made to member libraries and other entities. 74% of state aid to MCFLS is committed in advance to five contractual agreements: 1) reciprocal borrowing to net lender member libraries (\$1,097,572, or 41% of aid), delivery of materials to member libraries (\$286,000, 10.7%), cataloging of materials (\$294,471, 11%), the resource library contract (\$187,390, 7%), and the lease of office space (\$126,000, 4.7%). Most other services

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**GENERAL INFORMATION (cont'd.)**


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MCFLS provides are done on a cost-recovery basis with member libraries. All of these contracts run through 2015 and will be renegotiated during the year.

These commitments, along with other system services, have kept the MCFLS contingency and carryover funds dangerously low. At the end of 2013 MCFLS had only a \$5,737 carryover. State aid provides the great majority of MCFLS funding, with historically very little funding from Milwaukee County and only small amounts through other grants.

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

The 10% cut in state aid in 2012 and flat funding since have had a large impact on the ability of MCFLS to provide services to member libraries. In 2014 Milwaukee County provided increased funding for the first time in many years. It is not known if the County will continue to fund MCFLS at the same level or return to its previous level. Many member libraries rely heavily on MCFLS reciprocal borrowing payments; on the other hand these and other contractual payments prevent MCFLS from addressing other system issues. Concern about the next State budget and existing monetary commitments into 2016 figure into this plan, as well.

Through State and local efforts, by the end of 2014 all member libraries will have fiber connections to their buildings. In the next years libraries should expect greatly increased demand for bandwidth; currently there is not enough funding for either the bandwidth or network equipment needed to accommodate it. Demand for e-content continues to grow and MCFLS members are wrestling with how best to meet this demand in a changing digital environment.

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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 plan is reviewed and approved by the Board of Trustees. The Library Director's Advisory Council (LDAC) has significant input on system activities throughout the year. Planning documents include the 2015 Interlibrary Services Contract with the Milwaukee Public Library (MPL) (to be submitted upon completion), the 2014-2015 Cataloging Contract (previously submitted), the 2014-2015 Member Agreement (previously submitted), and the 2014-2015 Resource Library Agreement (previously submitted).

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**ASSURANCES**


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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 **2015**. 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 that comply with s. 43.15(4)(c)4. with all member libraries.
- A copy of the agreement with a list of all members signing that 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.**

MCFLS contracts with the Milwaukee Public Library (MPL) to provide interlibrary requests beyond the System. MPL also contracts with the Reference and Loan Library to meet an agreed upon number of requests from Wisconsin residents for interlibrary loan materials. Interlibrary loan requests within the system are handled through the shared ILS system and system-provided delivery.

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**ASSURANCES (cont'd.)**


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Additionally, MCFLS contracts with MPL to provide back-up reference as the system resource library, giving county residents, and those throughout the state, access to the Central Library's historic collection and expert staff.

MCFLS provides:

- \*remote authentication services for reference databases that member libraries offer to the public;
- \*online forms for public requests for new materials;
- \*coordination of the use of third-party products working with the ILS, including computer management software, RFID software, and enhanced content for the online catalog;
- \*regular lists of popular materials in the library catalog;
- \*and coordination of group purchasing of electronic databases.

\*A major service program MCFLS supports is reciprocal borrowing across municipal borders. This ongoing activity supports net lender member libraries through the distribution of 41% of state aid and supports those libraries in their ability to offer quality service and collections for all users. This is both an ongoing activity and a priority activity for 2015 because the agreements determining these payments will be renegotiated.

\*MCFLS contracts with MPL to provide all cataloging for materials in the system. This service contract will be renegotiated in 2015 as well..

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

2015 priorities will include:

- \*the negotiation of the 2016 resource library, member agreement, and cataloging contracts;
  - \*ongoing efforts to increase e-content availability.
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#### **Inservice Training**

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

**List ongoing activities related to this requirement.**

MCFLS offers high quality continuing education and training. MCFLS produces quality, well attended continuing education programs annually. MCFLS plans these programs in cooperation with the Waukesha County Federated Library System and other systems in Southeastern Wisconsin.

The MCFLS Director assumes primary responsibility for MCFLS' continuing education (CE) planning.

MCFLS staff will continue to assume responsibility for reviewing CE hours related to the re-certification of member library directors.

MCFLS staff provide webinars and in-person training on technology topics, particularly using the ILS to its full potential and the use of e-content through Overdrive and Zinio.

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

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#### **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.**

MCFLS provides and administers a wide area network for data communications, internet access, email, and web hosting. When needed, MCFLS subcontracts with local I.T. firms for services.

MCFLS operating funds are used to subcontract for sorting/delivery services with a local vendor.

In 2015, MCFLS operating funds will once again be used to help fund the South Central Delivery Service, which delivers materials throughout the State of Wisconsin.

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

In 2014 all member libraries will have fiber connections into the building. 2015 will focus on determining the amount of bandwidth member libraries need to provide effective service and working toward meeting that need.

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**ASSURANCES (cont'd.)**


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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.
  - By January 1, 2015, the system's current plan for library technology and resource sharing will be submitted to the Division.
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**Professional Consultation**

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

**List ongoing activities related to this requirement.**

\*Annual reports, wireless networking, statutory compliance Issues, and other technology.

\*Library database consulting and block purchase negotiating.

\*Additionally, the monthly Library Directors Advisory Council (LDAC) meetings provide peer to peer consulting service for library directors.

**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.**

\*Milwaukee Bucks reading program.

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

\*2015 System LSTA technology grant will improve telephone notification service to meet needs of elderly and others without digital access.

\*System grant for Spanish language Overdrive materials to better meet the needs of Spanish-speaking population.

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**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.)

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**ASSURANCES (cont'd.)**

**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 2014 system audit will be submitted to the division no later than September 30, 2015.

**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.

**COLLABORATIVE ACTIVITIES**

Summary of Activities *Briefly describe collaborative activities with other libraries, public library systems, and other organizations. Exclude services and activities listed in the system's 2014 resource library contract.*

Cost Benefit *For each activity above, list the activity name and estimated cost benefit realized*

Activity	Amount
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
<b>Cost Benefit Total</b>	<b>\$0</b>

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 2015.

Name of System Director <i>Bruce R. Gay</i>	Signature of System Director <i>Bruce R. Gay</i>	Date Signed <i>9/15/14</i>
Name of System Board President <i>PAUL M. ZIEHLER</i>	Signature of System Board President <i>Paul M. Ziebler</i>	Date Signed <i>9/15/14</i>

FOR DPI USE  
LIBRARY SYSTEM PLAN APPROVAL

Pursuant to Wis. Statutes, the plan contained herein is: <input checked="" type="checkbox"/> Approved <input type="checkbox"/> Provisionally Approved See Comments. <input type="checkbox"/> Not Approved See Comments.	DLT Assistant Superintendent Signature <i>[Signature]</i>	Date Signed <i>11-21-14</i>
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Comments

PUBLIC LIBRARY SYSTEM 2015 ANNUAL PROGRAM BUDGET					
Program	2015 Public Library System Aid	System Aid Carryover and Interest Earned	Other State and Federal Library Program Funds	All Other Income	Total
<b>Technology, Reference and Interlibrary Loan*</b>					
1. Technology	\$520,240	\$82,609	\$38,200	\$987,249	
2. Reference	\$187,390				
3. Interlibrary Loan	\$41,000				
4. Electronic Resources	\$19,773			\$187,106	
<b>Program Total</b>	<b>\$768,403</b>	<b>\$82,609</b>	<b>\$38,200</b>	<b>\$1,174,355</b>	<b>\$2,063,567</b>
<b>Continuing Education and Consulting Service*</b>					
1. Continuing Education	\$25,860				
2. Consulting	\$62,115				
<b>Program Total</b>	<b>\$87,975</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$87,975</b>
<b>Delivery Services</b>	<b>\$316,359</b>				<b>\$316,359</b>
<b>Library Services to Special Users</b>	<b>\$6,501</b>				<b>\$6,501</b>
<b>Library Collection Development</b>					<b>\$0</b>
<b>Direct Payment to Members for Nonresident Access</b>	<b>\$1,097,572</b>			<b>\$54,903</b>	<b>\$1,152,475</b>
<b>Direct Nonresident Access Payments Across System Borders</b>					<b>\$0</b>
<b>Library Services to Youth</b>	<b>\$1,191</b>				<b>\$1,191</b>
<b>Public Information</b>	<b>\$27,094</b>				<b>\$27,094</b>
<b>Administration</b>	<b>\$363,783</b>				<b>\$363,783</b>
<b>Subtotal</b>	<b>\$1,812,500</b>	<b>\$0</b>	<b>\$0</b>	<b>\$54,903</b>	<b>\$1,867,403</b>
<b>Other System Programs</b>					
1. Multi-type	\$8,128				\$8,128
2. Member office				\$77,500	\$77,500
<b>Program Total</b>	<b>\$8,128</b>	<b>\$0</b>	<b>\$0</b>	<b>\$77,500</b>	<b>\$85,628</b>
<b>Grand Totals</b>	<b>\$2,677,006</b>	<b>\$82,609</b>	<b>\$38,200</b>	<b>\$1,306,758</b>	<b>\$4,104,573</b>

\* 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).