



GENERAL INFORMATION

Library System

Southwest Wisconsin Library System

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

The Southwest Wisconsin Library System includes the counties of Crawford, Grant, Iowa, Lafayette and Richland counties. SWLS covers an area approximately 3700 square miles with a population of 125,698. SWLS is rural with its largest community, Platteville, having a population of 11,384 (2013 estimated census).

The area lacks a lot of diversity as the population is approximately 97% white, 2% Hispanic, and 1% African American. The population of SWLS is slowly, but surely, getting older. In 2013, 17% of the population was age 65 or older. Some of these people are "aging in place". However, our communities are starting to see more retirees moving to the area attracted by the beautiful scenery, affordable housing and lower cost of living. These new residents usually come from more urban areas and bring with them a much different expectation for library services.

Economically, Southwest Wisconsin lags behind the State average for median income for all counties but Iowa County. Agriculture and manufacturing are still the dominant economic drivers in this area of the state. The good news is that unemployment rates, with the exception of Crawford County, are well below the state's unemployment rate of 6%. The June 2014 Unemployment Rate report from Worknet, showed that Iowa County has joined Lafayette County in having the lowest unemployment rates at 4.7%.

The majority of the member libraries in SWLS remain one-person-at-a-time libraries. The challenges they face, particularly with funding levels, make it difficult for some to meet most of DPI's recommended standards for public libraries. 2014 has been a better year for municipal library funding with 14 of the libraries seeing increases in their budgets, 8 flat-funded and only 6 who experienced a decrease in municipal funding.

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

2014 has been a year of opportunity and change for SWLS. These forces will continue to influence SWLS services for 2015 and beyond.

Change:

In late 2013, SWLS contracted with WiLS to facilitate a brainstorming session with member libraries on future needs and services. This was the first step in the process of revising the SWLS Strategic Plan. What resulted from that original brainstorming session and a followup session in February 2014 was a major change in how services are provided by SWLS.

Early in 2014, armed with the information gathered from the member libraries, the SWLS Director and Staff began working on how best to enhance our services to member libraries. One of the first steps taken was to analyze the data on what the member libraries wanted and what they no longer needed. Then began the process of identifying what services were compatible and how that would influence job descriptions and duties. With the reduction in funding in the past few years, SWLS had eliminated 2 positions. Most of the job duties were reassigned based on staff willingness to take on more work. This resulted in a mismatched set of job duties that often had little in common. The staff worked on reorganizing services and duties into positions that made more sense. Once approved by the SWLS Board in May, we then looked at the skill set needed to successfully provide those services and reassigned staff. SWLS staff have spent the remainder of 2014 training and transitioning into their new roles which become effective in 2015.

Another issue that surfaced during the brainstorming session was that of communication between SWLS and the member libraries. The libraries wished to have a better method for communicating and decision-making. The SWLS Director is currently working on an internal communication plan to ensure that member libraries are well-informed in a timely manner and allows for the maximum amount of input on system services. This plan will be implemented in early 2015.

GENERAL INFORMATION (cont'd.)

Opportunity:

In 2013, SWLS evaluated its delivery service. The recommendations from the report were implemented in early 2014. The changes streamlined existing procedures -- eliminating unnecessary repetition and "freeing up" staff time. As one of the few (if not the only) systems who is unable to offer 3 day delivery to all member libraries, SWLS had plans to explore expanding delivery to 3 day-a-week in 2016. SWLS was beginning the process when an opportunity presented itself.

In the original delivery services report, it was suggested that SWLS explore combining its delivery service with CESA 3's delivery service. SWLS and CESA 3 are unique in that the service area of both agencies are almost identical. Both of the delivery services are in the same communities each week. There appeared to be potential there for enhancing service for all and perhaps saving money in the process.

In June 2014, SWLS learned that the long-time CESA 3 van driver was retiring. When approached about the possibility of combining delivery services, CESA 3 was interested. SWLS contracted with WiLS for a feasibility study. The study came back positive -- showing that services could be enhanced (everyone going to 3 day -a- week delivery vs. 2 day) and combined, both agencies could save over \$21,000 in operating costs. SWLS is currently working on a contract to provide delivery service to CESA 3 member school districts and hope to begin the service in late September 2014.

SWLS will also continue to look for ways to collaborate with our fellow library systems in 2015. We plan on continuing to contract with SCLS for our YS consultant and plan to co-sponsor continuing educational opportunities. We will also be exploring the possibility of adding the CESA 3 professional collection to the NetSouthwest shared ILS collection.

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 Public Library Advisory Committee (PLAC), which is made up of the 28 directors of the member public libraries, meets six times per year and advises the SWLS staff and Board of Trustees on services and programs.

NetSouthwest is a consortium of SWLS and 27 member public libraries to operate a shared integrated library system. SWLS administers NetSouthwest and the directors of the participating libraries serve on the NetSouthwest Directors Council. The Directors Council meets six times per year to make recommendations on the priorities and funding for NetSouthwest.

The SWLS Technology Committee is made up of seven member library directors, four library technology staff and two SWLS staff members. This committee advises the PLAC on issue involving technology and meets six times per year.

The Resource Library Advisory Committee meets periodically to discuss multi-type library issues and promotion of all libraries withing the SWLS area. This committee is made up of members from UW-Platteville and UW-Richland libraries, our resource libraries, CESA #3, Southwest Wisconsin Technical College, SWLS member libraries and the SWLS Board of Trustees.

Each SWLS county has a county library planning committee. The SWLS Director meets periodically with these committees to discuss countywide library issues.

SWLS Staff attend meetings, workshops and conferences sponsored by WLA, WAPL and DLT to keep informed on current library issues. The staff also make regular visits to member libraries to learn more about their needs.

The above committees, the SWLS Board of Trustees and staff have all been involved in the process of reorganizing and improving SWLS services that will result in a revision of the SWLS Strategic Plan.

All committees, the SWLS Board of Trustees and staff were previously involved in the development of the following;

Technology and Resource Sharing Plan

SWLS Strategic Plan

NetSouthwest Shared Integrated Library System Agreement

GENERAL INFORMATION (cont'd.)

Third Delivery Service

Inter-system Resource Library Agreement with Madison Public and the Intra-system Resource Library Agreement with Platteville Public Library

Audio Book Circuit

LTE Rotating Collection

Agreement with CESA #3

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 **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.
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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.
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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. Continue to manage and support a shared integrated library system and resource sharing among the member libraries of SWLS
2. Continue to use WISCAT & OCLC for interlibrary loan.
3. Continue to provide cataloging of materials for member libraries
4. Provide funding through the IntraSystem Resource Agreement with Platteville PL for additional copies of bestselling titles to facilitate resource sharing.
5. Provide first-level desktop computer support
6. Assist member libraries with computer purchases
7. Provide quarterly training sessions on various aspects of the ILS
8. Provide Technology competency tools for library staff

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

1. Update SWLS Technology and Resource Sharing plan
 2. Explore adding the CESA 3 professional collection to the shared ILS
 3. Explore providing on-site computer assistance for member libraries
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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.

1. Provide ten system-sponsored workshops for member library staff and trustees
 2. Maintain an online calendar of continuing education opportunities.
 3. Provide a laptop lab and presentation package to member libraries for use in technology training
 4. Subscribe to GoToMeeting/Webinar to facilitate online meetings and workshops
 5. Assist member libraries with the certification and re-certification process
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ASSURANCES (cont'd.)

6. Co-sponsor at least two webinars with other library systems
7. Provide six hours of technology training

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. Coordinate internet access for member libraries through WiscNet
2. Maintain a wide area network for members of NetSouthwest
3. Contract with the South Central Library System for statewide delivery service
4. Produce an online newsletter, Facebook page and blogs on various topics to communicate with member library directors, staff and trustees
6. Continue membership in WPLC and access to the OverDrive database
7. Post SWLS Board of Trustees meeting agendas and minutes, and the agendas and minutes of the SWLS committees meetings on the SWLS web page.

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

1. Expand delivery service to 3 days for all member libraries
 2. Provide delivery to CESA 3 school districts on a contractual basis
 3. Implement internal communication plan to facilitate better communication between SWLS and member libraries
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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. Offer consulting to member library directors, staff and trustees on topics including, but not limited to: public library administration, adult and youth services, library automation, technical services, interlibrary loan, staff development, collection development, special populations, technology, state reports and other issues that arise.
2. Provide information at local library board, council or county board meetings upon request
3. Provide orientations for newly hired library directors in SWLS libraries
4. Provide grant support services for member libraries, including identification of grant sources and grant-writing assistance
5. Assist member libraries with the process of filing annual reports.
6. Oversee state compliance
7. Help member libraries develop effective instruction for the public
8. Provide on-site weeding assistance to member libraries upon request
9. Provide a professional reference collection

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. Continue to provide continuing education workshops that address the needs of special populations
2. Pursue grant opportunities to assist member libraries in making their services accessible
3. Provide the library card application forms in large print and Spanish language
- 4.

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 Advancement and Awareness

1. Assist member libraries in the area of marketing
2. Work with member libraries on website development and maintenance, including providing training
3. Provide member library directors, staff and trustees with information on pending legislation on the state and federal levels that may affect libraries
4. Provide collection, interpretation, and presentation of data at the system and local level upon request
5. Encourage and facilitate member library participation in advancement event such as WLA's Library Legislative Day

NEW

1. Implement external communication plan to enhance communication between SWLS, their member libraries and elected officials
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ASSURANCES (cont'd.)

Youth Services:

1. Contract with a member library or library system to provide youth service consultant services to member public libraries
2. Provide continuing education opportunities relating to service to youth and young adults, including a workshop devoted to the Summer Library Program theme.
3. Support early literacy initiatives and services

New

1. Explore the value of reading incentive programs with member libraries

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.*

1. Outsource accounting functions to Winnefox Library System: They cut checks, maintain fiscal records, process payroll and assist with audit.
2. Contract with South Central Library System for Youth Services Consultant: schedule YS workshops, represent SWLS at state meetings, provide consulting on YS issues/topics to member libraries.
3. Co-sponsor CE webinars with Nicolet (2), SCLS (4), and IFLS (1): Other system staff scheduled speakers, handled registration and monitored webinars
4. Provide delivery 3 days per week to CESA 3 member school districts.

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

Activity	Amount
1. Outsource accounting	\$28,000
2. Contract SCLS for YS Cons	\$12,500
3. Co-sponsor webinars	\$6,500
4. Delivery for CESA 3	\$11,222
5.	
6.	
7.	
8.	
9.	
10.	
Cost Benefit Total	\$58,222

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>Krista L. Ross</i>	Signature of System Director <i>> Krista L Ross</i>	Date Signed <i>9-10-14</i>
Name of System Board President <i>Wayne Wilson</i>	Signature of System Board President <i>> Wayne L. Wilson</i>	Date Signed <i>9-10-14</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 <i>See Comments.</i> <input type="checkbox"/> Not Approved <i>See Comments.</i>	DLT Assistant Superintendent Signature <i>> Kurt J. Kif</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
Technology, Reference and Interlibrary Loan*					
1. Shared ILS/ Cataloging	\$38,468			\$130,778	
2. Reference/ILL	\$17,146				
3. Technology	\$71,371			\$31,523	
4. Electronic Resources	\$10,885		\$14,400	\$17,901	
Program Total	\$137,870	\$0	\$14,400	\$180,202	\$332,472
Continuing Education and Consulting Service*					
1. Continuing Education	\$24,293				
2. Consulting	\$30,307				
Program Total	\$54,600	\$0	\$0	\$0	\$54,600
Delivery Services	\$82,499			\$34,207	\$116,706
Library Services to Special Users	\$9,830				\$9,830
Library Collection Development	\$5,972			\$5,600	\$11,572
Direct Payment to Members for Nonresident Access					\$0
Direct Nonresident Access Payments Across System Borders					\$0
Library Services to Youth	\$2,500				\$2,500
Public Information	\$21,029				\$21,029
Administration	\$49,041	\$5,000		\$2,688	\$56,729
Subtotal	\$170,871	\$5,000	\$0	\$42,495	\$218,366
Other System Programs					
1. Designated Funds		\$125,709		\$324,091	\$449,800
2.					\$0
Program Total	\$0	\$125,709	\$0	\$324,091	\$449,800
Grand Totals	\$363,341	\$130,709	\$14,400	\$546,788	\$1,055,238

* 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).