

MINUTES
MORE Directors Council
Friday, March 15, 2019

Present/Attending: Alyson Jones (AL), Amy Stormberg (AM), Leslie LaRose (AU), Linda Heimstead (BL), Sue Christianson (BN), Ginny Julson (BO), Kathryn Stempf (BR), Samma Johnson (CA), Carol Burnham (CH), Joe Niese (CF), Cricket LaFond (CL), Lisa Bragg-Hurlburt (CO), Rob Ankarlo (CU), Barbara Krueger (DP), Pamela Westby (EC), Tiffany Meyer (EL), Kris Surbaugh (FR), Katie Schneider (GC), John Thompson (IFLS), Hollis Helmecci (LA), Jill Glover (LU), Jennifer Rickard (New Richmond), Rebecca Puhl (PH), Carissa Langer (PR), Katherine Elchert (RL), Tanya Misselt (RF), Krissa Coleman (RO), Shelly Rae (SA), Rebecca Dodge (SV), Su Leslie (SC), Teresa Miniatt (ST), Karen Furo-Bonnstetter (WO).

Proxies: Karen Furo-Bonnstetter for Rebecca Dixen (BA), Sue Christianson for Dawn Ayers (CM), Krissa Coleman for Tina Norris (HU), Krissa Coleman for Ted Stark (ME), Amy Stormberg for Bea Volgren (MI), Hollis Helmecci for Mary Hebda (OG), John Thompson for Rebekah Palmer (OS), Rebecca Puhl for Deb Hyde (PF), Karen Furo-Bonnstetter for Christy Rundquist (PE), Katie Schneider for Kayla Campbell (PL), Barbara Krueger for Ginny Scheiderer (SO), Rob Ankarlo for Allison Lutz (TL).

Also Present: Lori Roholt, Kathy Setter, Rebecca Kilde, Joanne Gardner.

Absent: Megan Taylor (BB), Leslie Peterson (CE), John Wolfe (DR), Elmwood, Charlene Conradi (FC), Michelle Johnson (HA).

CALL TO ORDER:

Coleman (RO) called the meeting to order at 10:15 am.

**ESTABLISH QUORUM AND COMPLIANCE
WITH OPEN MEETING LAW:**

Puhl (PH) confirmed a quorum was established by roll call vote. Compliance with open meeting law was verified.

MODIFY/APPROVE AGENDA:

Motion to approve the Agenda as presented by Krueger (DP); seconded by Elchert (RL). Motion carried.

MINUTES:

Motion to approve the minutes from January 18, 2019 Directors Council by Burnham (CH); seconded by Helmecci (LA). Motion carried.

MORE ADMINISTRATOR'S REPORT:

IUG (Innovative Users Group) conference attendees for 2019 conference have been selected. They are Susan Christianson of Barron; Joleen Sterk of Menomonie; and Krissa Coleman of Roberts. Krejci, Setter, and Roholt will also be attending.

Roholt was contacted recently about Chippewa Valley Technical College (CVTC) library re-joining MORE. They left the consortium in 2006 to join a Technical College Consortium. They are looking to expand and streamline services to their students. Roholt is in preliminary discussions with them and working out start-up and annual cost estimates.

Setter coordinated the annual group supply order. When the materials are received at IFLS, they will be sorted and distributed to the 40 libraries that placed orders.

Between the annual report season and the spring conferences, MORE staff stay busy with support on a day-to-day basis. Using the Help Desk has streamlined the support process. MORE staff have provided 276 replies via the help desk since the beginning of the year.

The year-end financial report for MORE was available at the meeting. This information is also posted on the minutes page with more detail. A highpoint is that MORE underspent in 2018. A large portion was a refund on Boopsie which is added to reserves.

IFLS DIRECTOR'S REPORT:

Thompson noted that the final report for the Public Library System Redesign (PLSR) process is done. The State Superintendent of Public Instruction received a copy of the plan last week. COLAND (Council on Library and Network Development) also received a copy and plans to schedule four listening sessions. The closet session will be held in Ladysmith on March 28th from 6-7:30 pm. Representatives from COLAND and DPI will be there. These listening sessions provide the opportunity to share thoughts on the report. The report is available on both the PLSR website as well as the DPI website.

The proposed 2020 Presidential Budget zeros out all funding for IMLS according to the American Library Association (ALA) posting. That has happened the last couple years and funding for IMLS was added back in. Rebecca Kilde or Thompson will be sending information to keep everyone updated.

Jim Tripp was appointed the Chair of the IFLS Board in January. He may visit member libraries in the upcoming months. Tripp is a Dunn County Board Supervisor and is very interested in libraries. The IFLS Personnel Committee will be meeting in May and will discuss the Director Evaluation process for 2019.

ISSUES/REPORTS FROM MORE COMMITTEES:

MORE Operations Committee met and discussed online patron registration and the concerns expressed at the last MORE Directors Council meeting. MORE Ops has recommended that electronic patrons be assigned a MORE home library designation.

They also detected the difficulty in preventing fraud. Online registration would be mediated and sent out for duplicate names at local libraries via email. Electronic patrons can convert their e-card for a regular card at the library and go through the verification process.

Elchert noted that the RSCD (Resource Sharing Collection Development) Committee met. The discovery platform Encore ends in 2020. Roholt will send an email when it gets closer to see if a subcommittee would be helped in reviewing the discovery platform.

The RSCD Committee thought a library app would be worth pursuing. Rebecca Kilde also provided more information on Google Ads for the committee.

An informal method of communication has been created by Elchert. An email will be sent to everyone; not just directors. Procedural type issues can be discussed. Elchert and Thompson will serve as Administrators. Policy or decision-making cannot be discussed because of the potential open meeting law issue.

LIBRARY SHARING NEWS AND INFORMATION RECAP ON LIBRARY LEGISLATIVE DAY:

IFLS staff did not attend Library Legislative Day due to the weather warnings and winter weather conditions.

Krueger announced a 2019 AARP Community Challenge Grant. One of the council members of AARP lives in Hudson and would like to see the communities in western Wisconsin applying for and receiving grants. Deer Park was awarded a grant for an automatic door opener. Krueger shared the link and noted there was wonderful examples of ideas working with others in your community. These grants are awarded on both the national level as well as state chapters. There are no matching funds required and the process is straightforward.

Westby noted that the L.E. Phillips Memorial Library in Eau Claire hosted a gathering last week with Governor Evers. The gathering included community partners, Thompson, and the two new positions at the library and focusing on the Community Resource Specialist. It was a successful gathering and great input from community partners who work with people experiencing homelessness and poverty.

Misselt of River Falls welcomed input and discussion on RFID. It would cost at least \$14,000 a year and includes maintenance. This cost does not include the cost of gates.

River Falls is tossing around the idea and weighing its options of installing RFID. River Falls is planning to visit the Eau Claire library today as they are planning to do RFID.

Julson noted that Boyceville has added four pair of snowshoes to their collection for check out. Patrons are loving them and there is a waiting list to check them out. Heimstead added that Balsam Lake also has snowshoes.

Burnham of Chetek noted the library is focusing on improving health. The library has a backdrop of palm trees and a hula girl and a flower lei. They are serving coconut cookies. Patrons are coming in tropical shirts and sunglasses to get their picture taken.

Rae of Sand Creek noted that the library held its first movie night last week and 10 people attended. The second movie night is tonight and there are at least 15 patrons are planning to attend.

Coleman of Roberts discussed the PIWI training in February. PIWI stands for Parents Interacting With Intentionality. This allows parents the ability to interact with children and how libraries help in that format. Roberts will be hosting PIWI training on April 18th in Roberts. Contact Coleman or Leah Langby if interested. Christianson added that she was trained facilitator and in South Dakota, they would have 3-4 facilitators that partnered with parents and children and did lessons with how to play and demonstrated that the library was another safe place to go. Misselt viewed this as a service not just for low-income families. It assists parents and caregivers how to engage and let the children lead. It encourages the child's thought process.

RESCOPE INCREASE:

In January 2019, this group approved expending MORE funds to add more limiting categories to scoping. The vendor charges to make these changes. The plan is to add some additional formats and also add adult and young adult/teen category. Roholt misquoted the cost at the January meeting. The cost would be \$2,500; not the \$1,200 quoted and approved by MORE.

Motion to approve spending \$2,500 for the rescoping by Elchert (RL); seconded by Meyer (EL). Motion carried.

ONLINE PATRON REGISTRATION:

A link for information related to the proposed Online Patron Registration Policy recommendation was provided.

It was noted that the last time this was tried, it did not work well. Roholt noted that one of the biggest problems when it was first tried, was it was allowing folks to place holds on physical materials. This recommended policy does not allow holds on physical materials.

To register online, patrons must provide their full name, Wisconsin residential address, county of residence, birthdate, and email address. There is no Act 150 associated because there are no physical checkouts.

It was noted that patrons may have either a MORE-member library card with full privileges, or an account for online access to electronic resources only. Library and/or system staff will make a reasonable effort to delete any record created online via patron registration which is a duplicate of an existing patron record based on name and birthdate and does not include a residential address in Wisconsin.

This recommendation does not limit an electronic card based on age on applicant. There is no physical responsibility on parents with online access only.

Motion to adopt the Online Patron Registration Policy as recommended by the Executive Committee on March 1, 2019 by Thompson (IFLS); seconded by Helmecci (LA). Motion carried.

GOOGLE AD GRANT:

There was a webinar held that covered in broad overview what services Google Ads provides and privacy issues. Kilde noted that Google Ads is a tool to promote system-wide services such as OverDrive and Lynda to the public.

If the group is interested, there is an annual charge of \$12,000 and the group would need to figure out how to pay for it. Roholt noted that the standard mechanisms in the MORE budget is to use MORE carryover funds for it or not use MORE funds and instead libraries could opt in on their own.

MORE collectively pays for OverDrive content for the consortium. Google Ads would be a similar type of situation. It would be used to promote resources available to online patrons.

Kilde explained how Google Ads works. When people click on an ad, they are sent to a landing page. They can then link to get an ecard or be provided information to go to their local library. Google does not have access to what people are choosing once they are on the MORE site.

LaFond (CL) questioned how many people even click on the ads and how do the libraries benefit. Kilde responded that libraries do a brilliant job communicating services. This would assist in reaching those people who don't even think about a library. They are not looking for a library; they are looking for a service. This would connect libraries to the service. Typically, 5-15% click on ads. The message people see over and over again is that the library has that service.

Westby thanked Kilde for thinking outside the box and being creative but expressed concern of the struggle with privacy and protecting that for the patrons. Kilde noted

people are out on Google already whether our ad shows up or not. The difference is there is never the opportunity to connect with people who never think of the library.

It was asked what other library systems currently are using Google Ads and is it successful for them. Kilde noted a company that specifically works with libraries and they have a whole list of systems that use Google Ads.

In addressing questions on the cost; Roholt noted it could be built into the 2020 budget and ads would be implemented in 2020. If it was the decision to get this rolling faster, the council could vote to spend carryover funds and it could be expedited to begin right away. Some suggested trying it for one year and see how effective it is for libraries. Another thought shared was that the \$12,000 might be better spent for a library app.

Christianson (BN) suggested the idea of going back to a marketing plan for IFLS and develop a plan of social media marketing that all could get on board with. The marketing plan could include how to promote MORE; which promotes all libraries. Google Ads and a library app could be considered through the plan. Kilde thought a marketing plan was a great idea and would like to explore this with a committee or group.

Motion by Thompson (IFLS) to table the Google Ad Grant project and form a Marketing and Public Relations Committee of MORE to review all potential ways to develop a marketing plan. Helmecki (LA) seconded. Motion carried.

Thompson (IFLS) noted that the subcommittee would be open to nondirectors as well.

INNOVATIVE USERS GROUP (IUG) ATTENDEES:

Every year, Innovative Interfaces, Inc. (vendor of Sierra) holds a conference. Library people all over the world who use Innovative's products attend this users group conference. Funds for attendance have always been built into the MORE budget to send IFLS staff and library staff to the conference. This year, a couple high-qualified candidates applied to attend. Sue Christianson from Barron; Joleen Sterk from Menomonie; and Krissa Coleman from Roberts will attend. Attendees will report back to the MORE consortium with things learned from the conference.

In 2020, the IUG Conference will be held in Minneapolis. Due to the close proximity; it is anticipated more staff can attend some or all the conference. When it was held in Minneapolis in the past, about 20 MORE members attended.

ADJOURN:

Meeting adjourned at 12:08 pm.

Joanne Gardner, Recorder