

**MORE Budget  
and  
Executive Committee Meeting**  
*Friday, June 29, 2018*

**Present:** Chair Krissa Coleman (RO); Tina Norris (HU); Becky Puhl (PH); Katelyn Noack (CA); Maureen Welch as Proxy for John Thompson (IFLS).

**Also Present:** Lori Roholt (MORE); Kathy Setter (MORE); Bridget Krecji (MORE); Joanne Gardner (IFLS); Tanya Misselt (RF); Tiffany Meyer (EL); Joe Niese (CF); Amanda Brandt (GC); Pamela Westby (EC).

Coleman (RO) called the meeting to order at 10:00 am. A quorum was established. Compliance with open meeting law was established.

*Welch (IFLS) moved to approve the agenda. Norris (HU) seconded. Motion carried.*

*Noack (CA) moved to approve the minutes of May 8, 2018. Norris (HU) seconded. Motion carried.*

**New Business**

**2019 Budget Recommendation**

The draft budget will be presented by Roholt. She went through line by line and suggested discussing new products after reviewing the budget.

Annual Maintenance - Innovative

There is a projected 5% increase built into the budget for Innovative automation software support. There is a small increase in software insurance which is to preserve system software code.

Innovative/Other Products

MARCIVE costs are for ongoing authority processing service. The catalog cleanup service is working well. This includes Ebook records as well. This product is helpful for the database integrity.

Library Elf Subscription is the email and text reminder subscription. There has been a steady increase in users. The subscription is low-cost and reliable.

Novelist Select Subscription is for enhanced content to the online catalog. It is used to mostly find other titles in a series or similar titles.

We are in the middle of a three-year subscription to Encore. Encore is the main online catalog interface. In 2019, we will be looking what we do after the subscription period is up.

Decision Center is a statistical and collection development tool. We used to have a multi-year subscription, now it is year-to-year. Libraries find this useful and the ability to be more creative with statistics.

*(Westby (EC) arrived at 10:08 am.)*

Content Café provides cover images for the online catalog. It is inexpensive and provides more movie and CD covers. Currently, there doesn't appear to be a better alternative.

Boopsie funds for 2018 have not been expended. Roholt received the year 2 bill in January but has not paid on it. Roholt is working with the company to get back the funds already paid for this service. We never received a workable App.

iTIVA from Talking Tech is a new service which began in 2018. This is a messaging telephone notification and renewal service. Roholt is expecting some content credit for switching from the old TNS service to this service. Those credits would be applied towards the maintenance line.

There are no figures included in the budget for new products. Roholt has some products to investigate and they will be discussed after finishing review of the budget.

#### Host Site Expenses

IFLS Management Charges are based on IFLS' state aid and includes some IFLS personnel, committee meeting, training travel/meeting and telephone expenses. There is a small increase in these charges. The subsidy IFLS provides to MORE is also increased.

CVTC Data Center Charges are for hosting the Sierra and Encore servers. This local hosting has worked very well for us.

#### Meetings & Training Expenses

Management Team Training is for seminars, webinars for IFLS staff.

Conferences is used primarily for the annual Innovative Users Group (IUG) conference. There was a bump up in 2019. In the past, Kathy Setter didn't have to pay for attend because on being on the committee. Beginning in 2019, we would pay for her to attend. This has been a very valuable conference. The conference will be held in Phoenix, Arizona the first week of May 2019.

#### Miscellaneous Expenses

Publicity is used mostly to print the tri-fold MORE brochure.

Bibliographic Utility is used by staff to contribute to the overall integrity of shared materials.

The Operating Contingency Funds were used last year for the legal fees and bulk mailer fees associated with the data breach.

### Content/Material Purchases

The Wisconsin Public Library Consortium (WPLC) E-Content Buying Pool is for the statewide OverDrive collection buying pool. There is a formula for determining system cost based on population and usage. Usage has driven up the cost a little.

Overdrive Content is for additional copies of OverDrive materials which are made available to system members.

Flipster is for electronic magazines. MORE is currently contributing \$10,000. The actual cost is closer to \$17,000. Some libraries have pitched in additional money or chose to add additional subscriptions. The Resource Sharing Collection Development (RSCD) has recommended MORE contribute \$15,000 as they are concerned that support from individual libraries could diminish in 2019.

Freeding eBook Service is a supplementary eBook service. Usage has been steady. We pay per-use. The RSCD recommends this line item remain at \$9,000.

The Collection Development Project is to purchase high-demand materials in any format. The RSCD recommends this line item remain at \$12,000.

### Total Costs

The Total Funds/Billed to MORE libraries is just over \$727,000. Total costs just over 727,080.00. The IFLS Subsidy taken off the top is \$58,717, plus an additional \$540 per library. The subsidy off the top helps the larger libraries, and the per library subsidy helps the smaller libraries.

Roholt noted that the draft budget presented would be keeping the same services and incorporating the RSCD Committee recommendations on the amounts.

### Possible New Products

Possible new products document includes information on eCARD, Electronic Audiobooks, and Online Learning/Tutorials.

eCARD would be used for online patron registration to provide access to electronic resources. It would interface directly with Sierra once the registration process is complete. The main feature would be address verification within the standard service area. It also would prevent bots or scammed card registrations. There was discussion of putting a whole school district in to create eCARDS. A demo could be arranged.

Roholt provided information five different electronic audiobook vendors. All five products have modern-looking App interfaces, claim ADA compliance for accessibility, can provide usage statistics by library, provide MARC records for adding to our local catalog, and would work for MORE from a technical standpoint.

Roholt provided information on the following vendors: cloudLibrary; RBdigital; Axis 360; hoopla; and OverDrive Advantage. Each vendor has different pricing and collection models. It is not expected that this group would pick a vendor now, rather just an amount and chose the vendor later.

IFLS is considering online learning/tutorials. Two products libraries have expressed interest in are Gale Courses and Lynda. Both products offer online learning, continuing education portals. Leah Langby noted that IFLS has some extra funding with the stipulation that it is used to support workforce development. IFLS could fund the first year of a subscription to support purchase of either Gale or Lynda.

Gale Courses are six-week courses with subject expert instructors on 365+ topics. There is no set time for participation and people can sign in on their own schedules. Often people do not complete all the requirements for a course but do spend several hours using the resource. Many library systems in the state are subscribing to the Gale Courses.

Lynda offers more than 6,600 courses with over 700 presenters who are subject experts. There are 35-40 new courses per week. Many individual libraries have a subscription to Lynda. There is less of a time commitment as you can drop in for a one-hour tutorial or complete an 8-hour course which can be done in bits.

Both Gale and Lynda can be accessed by tablet, computer, or phone. Both are compliant for accessibility. Roholt can send information on demos. Funds for the first year of either product could come from IFLS carryover.

After discussing online patron registration, Roholt noted it might be time to try out that product again. Setter noted that we still have that feature and would just need to turn it on.

Roholt asked if the Executive Committee was looking for any more input on putting together the budget. Coleman (RO) suggested that additional money be put towards OverDrive rather than adding additional electronic audiobook products. Roholt noted that it would be possible to increase the line item and choose the vendor later.

*(Brandt (GC) and Misselt (RF) left at noon.)*

Roholt will put out the recommended budget in This Week at More (TWAM) either today or early next week.

*(Westby (EC) and Meyer (EL) left at 12:04 pm.)*

Roholt noted that the uncommitted carryover at year's end is very high at \$88,855.25. After discussions suggestions to reduce the carryover included:

- Increasing the Conferences line from \$8,000 to \$10,000
- Increasing the Publicity line from \$2,500 to \$3,000

- Increasing OverDrive Content from \$20,000 to \$30,000
- Increasing Collection Development Project from \$12,000 to \$20,000

It was suggested that under Content/Materials, that Flipster would be changed to Electronic Magazines.

Roholt is hopeful to recoup \$20,000 in startup costs for Boopsie and \$16,000 for the first-year costs.

It was discussed to increase PR on Libby and Lynda in 2019.

*Noack (CA) moved to recommend the 2019 MORE Budget as amended. Puhl (PH) seconded. Motion carried.*

The amended budget would be presented to the MORE Directors Council on July 20<sup>th</sup>. Roholt will send the proposed budget in TWAM and post online.

### **Adjourn**

*Noack (CA) moved to adjourn at 12:45 pm. Norris (HU) seconded. Motion carried.*

Joanne Gardner, Recorder