

Minutes
Wisconsin Public Library Consortium
11 November 2011
Portage County Public Library, Stevens Point

Chair Stef Morrill called the meeting to order at 10:10 am.

Attendance Kristen Anderson (WRLS), Mark Arend (Winnefox), Mark Beatty (WiLS), Evan Bend (OWLS), Inese Christman (WVLS), Noreen Fish (La Crosse Public Library), Steve Hesel (MCFLS), Joshus Klingbeil (WVLS), RuthAnn Montgomery (ALS), Stef Morrill (SCLS), Becky Petersen (MCLS), Jane Richard (WiLS), Krista Ross (SWLS), Kathy Schneider (WiLS), Michael Sheehan (NWLS), Lin Swartz-Truesdell (KCLS/KPL), John Thompson (IFLS), Jim Trojanowski (NWLS), Martha Van Pelt (SCLS), David Weinhold (ESLS), Sara Gold.

Bob Bocher (DLT), Mellanie Mercier (WCFLS), Mark Merrifield (NFLS), and Steve Ohs (LLS) attended via telephone.

DLT and ALA interest in ebooks (Bob Bocher)

- There may be some LSTA funding available for OverDrive content in 2011. More may be known after the meeting of the LSTA Advisory Committee meeting being held November 16 and 17.
- The Division is tentatively planning to hold a one day meeting in March or April, 2011, to discuss strategies to address long-term content licensing issues for electronic content. It is possible there will be discussion of the same services requirement during the meeting.
- The ALA Council voted to create a committee to look at e-content with an emphasis on academic journals at ALA Mid-Winter.

Subcommittee on Training (Steve Ohs)

- A portal will be created using CWIS.
- The committee is developing an inventory of materials available on the web, especially those on using OverDrive.
- A basic survey of library systems has been conducted. It asked what systems currently have and can make available for the portal.
- Sara Gold believes WiLS can ask its contacts to create some customized tools. Kathy Schneider confirmed this will be done.
- LITAC's discussion of this issue was tabled. However, some LITAC members expressed interest in a more complete, full-featured Learning Management System than what the subcommittee is proposing.
 - The subcommittee is focused on reducing duplication of effort by systems and libraries at this time.
 - There was agreement that the subcommittee should continue its current focus, but that a more complete system could be developed later.

OverDrive Advantage Program (Kathy Schneider)

- OverDrive is willing to consider a system-level program, but not until it markets to individual libraries.
- WiLS believes a compromise is to let OverDrive contact local libraries, but to tell the libraries they may only purchase added copies of titles already in the collection. Purchasing additional content would put them in violation of the same service requirement.
- The cost would be about \$500-\$1000 for a library to participate. Only larger libraries appear interested at this point.
- OverDrive has worked hard to resolve authentication issues. Compromising with them on Advantage may encourage them to continue this effort.

Mark Arend moved to agree to let OverDrive market directly to libraries and to tell libraries they should only purchase additional titles already in the WPLC catalog. David Weinhold seconded. Motion carried unanimously.

Kathy Schneider said WiLS will create a standard response libraries can use with OverDrive.

Library User/Non-User Survey (David Weinhold)

Stef Morrill left the room during this discussion.

WPLC conducted a survey of attitudes toward libraries in 2003 and 2007. Another should be conducted in 2011 in order to be able to measure changes in attitudes over time. Past survey results led WLA to create its "I Love Libraries" campaign.

Following his discussion with Josh Morrill, the researcher who conducted the past surveys, David Weinhold proposed the following for 2011:

- Replacing the telephone survey with a written survey that could also be completed on the Internet.
 - A growing number of people no longer have land lines, making it harder to reach them with a phone survey.
 - This will require a larger sample in order to get the 600 responses necessary for a valid sample size since paper surveys have a response rate of about 10%.
- A charge of \$19,951 to complete the survey.
- A shorter survey than in the past because it would be mailed.
 - Because of this, it may not be possible to make as many comparisons as in the past.
 - Some new questions could be asked based upon results from the planning session to be conducted later in the meeting.
- Allowing Libraries that wish to piggyback surveys to this one to do so at their own cost. This could reduce costs for both the libraries and for WPLC.

Kathy Schneider proposed asking other groups such as WLA and the WLA Foundation to help fund the survey since WPLC does not have enough to cover the costs. It was agreed this should be pursued, but it was recognized that some groups that helped pay in the past have less money available than they had in 2007.

Mark Beatty asked if it would be possible to send out post cards with a url listed to complete the survey, thus reducing printing and postage costs. The advantages and disadvantages of this approach were discussed. David Weinhold will ask the researcher if he thinks this is a sound idea.

According to David Weinhold, the survey would be conducted in the first quarter of the year. Initial results might be available as early as the WAPL conference, and analysis would probably be available by summer.

John Thompson moved to continue exploring a survey in 2011, included the questions from discussion at the meeting. Mark Arend seconded. The motion passed unanimously.

Other business

Mark Beatty announced the new website is now operational. Anyone finding gaps in content should contact Joy Schwarz or Mark Beatty.

Next meeting

Scheduling of the next meeting was tabled pending the results of the planning session.

Adjournment

Stef Morrill adjourned the meeting and called for a ten minute break before the planning meeting began. The meeting adjourned at 11:10 am.

Respectfully submitted,

Jim Trojanowski