

Wisconsin Public Library Consortium
Annual Meeting Minutes

May 11, 2016, 1:00 PM – 3:00 PM

Oshkosh Best Western Premier Waterfront Hotel & Convention Center

John Lynch / Lefevre rooms

And via GoToMeeting

ATTENDEES: Jean Anderson (SCLS), Kristin Anderson (WRLS), Mark Arend (WLS), Keetra Baker (WLS), Evan Bend (OWLS), Amy Birtell (ESLS), Desiree Bongers (WLS/Ripon), Beth Carpenter (OWLS/Kimberly), Alli Chase (BLS/ Alice Baker), Inese Christman (WVLS), Dale Cropper (NFLS/Brown County), John DeBacher (WI DPI), Michael DeVries (ALS/Beloit PL), Noreen Fish (WRLS, La Crosse), Bruce Gay (MCFLS), Mike Gelhausen (MWFLS), Jeff Gilderson-Duwe (WLS/Oshkosh PL), Eric Green (IFLS/Frederic PL), Karol Kennedy BLS/Waukesha), Kathy Klager (BLS/Pauline Haass), Amy Lutzke (BLS/Fort Atkinson), Grant Lynch (BLS/Waukesha), Sherry Machones (NWLS), Jessica MacPhail (LLS/Racine PL), Mellanie Mercier (BLS), Gerry Moeller (OWLS,) Katrina Moriarty-Plover (SLIS), Steve Ohs (LLS), Becky Petersen (MCFS), Steve Platterer (ALS), Joan Quinlan (BLS/Waukesha), Kelly Rohde (ESLS/Mead), Krista Ross (SWLS), Gerard Saylor (BLS/LD Fargo), Holly Selwitchka (WLS/Winneconne), Jennie Stoltz (BLS/Pewaukee), John Thompson (IFLS), Lin Swartz-Truesdall (KLS/Kenosha), Martha Van Pelt (SCLS).

PHONE: Emily Laws (ESLS/Cedarburg), Karina Zidon (SWLS/Platteville)

PROJECT MANAGERS: Melody Clark (WiLS), Sara Gold (WiLS), Stef Morrill (WiLS), Bruce Smith (WiLS)

1. Call to order/Welcome

Meeting was called to order by K. Ross at 1:00 PM.

A welcome and introductions were given by K. Ross as the current WPLC Board Chair. D. Cropper welcomed the group on behalf of the Steering Committee and presented guidelines for the discussion.

S. Morrill stated that the Annual Meeting Highlights will be presented as a webinar due to time restrictions and the topics to be discussed in the meeting today. The Webinar will be held on June 2, 2016 at 1:00 PM via GoToMeeting.

2. Presentation of information for discussion

a. *WPLC purpose:* S. Morrill reviewed the purpose of the consortium from the WPLC Bylaws.

The bylaws state the purpose of the consortium is:

- To provide Wisconsin citizens with access to a collection of electronically published materials in a wide range of subjects, which they may access from home, work or school or from any library in the Consortium.
- To undertake such other projects, primarily concerned with research and development and/or new technologies, as the Consortium shall from time to time determine.
- To increase public awareness about the availability and advantages of electronic materials and such other projects and services as the Consortium may from time to time undertake.

- To increase public library staff understanding of new technologies and other Consortium undertakings, and to develop training programs so that staff may help the public understand and use these products and services.
- To maintain a decision-making and fiscal model for public library cooperation that will allow libraries to collaborate to explore and implement new information technologies and issues, sharing the costs as well as the knowledge and resources.

The group was originally formed with “cooperation and excitement - getting together to do something really different - to break new ground and get on Board with cutting edge services - and great satisfaction because we got the grant - for once the libraries won!” This quote from Peter Hamon reminded members the founding spirit of the WPLC.

- b. *WPLC governance structure*: S. Morrill reviewed WPLC Board purpose as well as the WPLC Steering Committee purpose from the WPLC Bylaws.

The Board purpose is as follows (from the Bylaws):

- All official business of the WPLC is conducted by the WPLC Board.
- The WPLC Board makes decisions regarding the assessment of fees, expenditure of funds, and in determining eligibility for participation in the Consortium Shared Services and for such other projects as the Consortium may from time to time undertake.
- The WPLC Board may from time to time either undertake projects of various sorts or entertain member requests to undertake such projects. The WPLC Board retains full decision making authority regarding such projects, including any grant funds to be allotted to them, who may participate, at what cost, and on what terms

The Steering Committee purpose is as follows (from the Bylaws):

- The Digital Library Steering Committee (herein after referred to as the Steering Committee) is established to oversee WPLC’s Digital Library program.
- The Steering Committee shall make all decisions relating to the day-to-day operation of the Digital Library.
- The Steering Committee shall establish and oversee a Selection Committee to select materials for inclusion in the Digital Library, and the Selection Committee shall report to the Steering Committee.

The inter-relationship of the Steering Committee and the Board is as follows:

- The Steering Committee shall make policy and budget recommendations to the WPLC Board for formal approval. The WPLC Board shall select from among its members an official representative to the Steering Committee. The WPLC Board representative shall be a full voting member of the Steering Committee.

The Buying Pool Recommendation process for this year had been modified to allow for a more open discussion of the recommendations. In 2015, the recommendations originated from the research of the Magazine Work Group. Their findings were given to the Digital Collection Work Group whom then created a recommendation which was submitted to the Steering Committee. The Steering Committee then drafted and made a final recommendation to the Board. For this year, the structure has changed. There is no longer a Magazine Work Group as the purpose of

that group was fulfilled in 2015. The Digital Collection Work Group met and reviewed surveys, statistics from the periodicals trial, collection statistics, and user feedback. From that research they put forth a recommendation to the Steering Committee. On April 21, 2016 the Steering Committee met and discussed this recommendation. They did not draft a recommendation to the Board during this meeting. It was decided to extend discussion on these recommendations to this annual membership meeting so both steering and board members can discuss the recommendations. From these meetings a recommendation will be drafted for the Steering Committee to vote on at their May 26th meeting. Those recommendations will then be given to the Board in time for their budget review process.

As this process is still evolving, a review of the process will be done with the Steering Committee and Board to determine if additional changes need to be made.

c. *2017 Digital Buying Pool Recommendations:*

- i. A. Lutzke, Steering Committee and Digital Collections Work Group member, presented the recommendations from the Digital Collections Work Group.

The recommendations included two main areas of discussion, reducing holds and statewide magazines. Some findings from the work group are:

- Our average waiting period is 25.7 days. The 2015 patron survey showed a 6% drop in the willingness of users to place a hold on an item.
- Costs to reduce our current holds ratio would be:
 - 10 to 1: \$134,102
 - 7 to 1: \$297,984
 - 5 to 1: \$536,131

It is important to note that this cost would only reduce the holds ratio for this moment in time. As more users place more holds, it is likely that the ratio will go back up.

The Digital Collections Work Group suggested practices to help with holds:

- Focus selection on dealing with the holds.
- Provide Advantage systems with more specific information on what to buy.
- Purchase additional copies earlier for titles we know will be popular.
- Purchase additional copies of titles with a 10 to 1 or higher hold ratio and a price of less than \$20.
- Suppress titles no longer available for purchase with a higher than 15 to 1 holds ratio so that additional holds cannot be placed on these items.
- On a monthly basis, purchase titles on a current waiting list with 100 or more holds and with a publication date in the last 2 years or pre-publication within a month of release to a 20 to 1 ratio.
- Add pre-pub titles as soon as possible. *
- Modify the maximum checkout period for all titles with a 10 to 1 or higher holds ratio to 14 days.
- Review use of holds manager & determine alternate strategies.
- Work with Overdrive to explore different models for purchase or use of titles.

* This suggestion was modified by the Selection Committee and approved by the Steering Committee on April 21st to limit the order of preorder titles to one month prior to publication date. This was done to reduce the waiting period for these titles.

Recommendations from Digital Collection Work Group:

- Institute the suggested practices immediately.
- Increase buying pool by \$150,000 to buy additional copies with high holds.
- Revisit products with other models after this issue is addressed.
- Include OverDrive periodicals in the buying pool for 2017. Increase pool by \$50,000 to fund. Do not use the regular buying pool formula but base costs on the OD periodicals circulation at the end of 2015 to make the division of costs more equitable for those systems who are already purchasing periodicals. If there is not support for this model, interested systems can explore an Advantage partnership to purchase OD periodicals for their patrons.

- ii. D. Cropper, Steering Committee current chair, presented the Steering Committee's discussion and thoughts on the recommendations.

D. Cropper noted the recommendations were presented by workgroup member A. Lutzke. The committee was encouraged to discuss the recommendations to get an understanding of systems' opinions of the recommendations and was reminded this discussion would continue with the Board at today's member meeting. The Steering Committee will make a recommendation to the Board at their May 26th meeting.

Main discussion points at the April 21st meeting were:

- It was reported that Bridges users are very high users of OD Periodicals as well as Flipster. For titles in both Flipster and OD, there was 75% greater usage in Flipster titles than OD.
- Bridges directors met and have made the decision to support the \$150,000 for added holds but will not support increasing the buying pool for magazines. Bridges is concerned with paying for two services.
- Winneconne PL (WLS) feels the same as Bridges. They would like money to go towards filling holds, not periodicals.
- It was reported that SCLS Flipster titles had more usage for 15-20 titles than the same titles in OD Periodicals. SCLS will not support additional funding for magazines at a statewide level.
- OWLS library system stated that they do support the statewide access to periodicals and wants to keep those libraries whose system does not provide a periodicals option in mind.
- Representatives from La Crosse (WRLS) and Shell Lake (NWLS) agreed that they supported statewide access.
- Racine PL (LLS) is concerned about holds, and that the amount of money for holds is not adequate. They would like the increase in the buying pool to be more than \$150,000.
- Several expressed concern about OD Periodicals going away after trial period.

3. Conversation about WPLC purpose, WPLC governance structure, and Digital Buying Pool Recommendations

Members broke out into groups to discuss the WPLC purpose, governance structure and buying pool recommendations.

WPLC By-Laws Discussion

Some suggestions were made for improving the bylaws:

- Provide more information about voting.
- There is no indication that WPLC maintains projects once they are developed. The purpose and bylaws focus instead on R&D and innovation.
- There could be more about projects that are outgrowths that are not statewide but still cooperative.
- The consortium is listed as the decision-making body. What is defined as the “consortium” in this structure with two governance bodies?
- There should be clear information about who owns the materials, if there is not already.
- Collaboration should be moved to the top of the purpose statement: it is the ethos of the group.

WPLC Purpose Discussion

The group discussed the role and purpose of WPLC. One idea that was discussed was that as libraries transform and encounter new frontiers in communities, perhaps WPLC expands its purpose beyond technology.

The overwhelming agreement is that WPLC is a place to seed and try ideas and projects out, as well as a place for collaboration. It was felt that it is important for the Board to continue to have the autonomy to do so.

B. Smith and S. Morrill reviewed Board and Steering Committee member composition and funding: 26 Steering Committee members with only one Steering Committee member coming from a system, all others are from libraries. Board members are all system members, as the Board is comprised of the “partners” in WPLC, which are the systems.

There are two pools of money: Buying Pool and Partner Shares (which are assessed to systems). The buying pool is funded primarily by libraries (how this is funded varies as it is determined by each system). The Steering Committee makes recommendations on the amount of the buying pool and as to how those funds are used. The partner shares fund use is determined by the Board.

There was discussion on clarification on the Steering Committee role in relation to the WPLC Board. There is concern from some that the representation on the WPLC Board does not accurately reflect the amount of money contributed by specific systems, i.e. systems that contribute more money to the WPLC buying pool, should have proportional representation.

It is important that the WPLC leadership work toward better communication amongst itself, especially when votes are not unanimous. In addition, it was agreed upon by attendees that it is very important to help new Board and Steering Committee members understand the unique roles of

each committee as well as the inter-relationship. Finally, it was expressed that the WPLC Board needs to be able to have the autonomy to go forward with pilot projects.

Buying Pool Recommendations Discussion

Recommendation 1: Increase buying pool by \$150,000 to buy additional copies with high holds.

- With the exception of MCFLS, all were in agreement regarding this recommendation.
- It was suggested to increase the buying pool but having the money go towards Advantage accounts and have individual systems fill holds for their patrons through these increased Advantage accounts.
- There was some support for increasing the buying pool beyond the \$150,000, especially since the buying pool has been at \$1 million for four years.
- It was noted that in 2015, \$16 million was spent on print materials by WI Public Libraries. We are trying to replicate that collection digitally with \$1 million.

Recommendation 2: Include OverDrive periodicals in the buying pool for 2017. Increase pool by \$50,000 to fund. Do not use the regular buying pool formula but base costs on the OD periodicals circulation at the end of 2015 to make the division of costs more equitable for those systems who are already purchasing periodicals. If there is not support for this model, interested systems can explore an Advantage partnership to purchase OD periodicals for their patrons.

- Several systems/libraries are not in favor of continuing the statewide OverDrive periodicals: Bridges, Winneconne PL, MCFLS and SCLS.
- Libraries such as Shell Lake and OWLS are in favor of supporting statewide OverDrive periodicals.
- There were concerns expressed regarding the process that led to last year's decision of the Steering Committee voting down statewide periodicals and then the WPLC Board voting to fund a statewide periodical collection.
- Overall, the feeling was that because there is an alternative for those systems that want to continue with OverDrive Periodicals, the alternative of interested systems exploring Advantage was probably the recommendation most likely to have support among systems.

4. Adjournment:

Meeting adjourned at: 3:21 PM

RECORDER: Sara Gold