Wisconsin Public Library Consortium
Digital Library Steering Committee Meeting DRAFT Minutes
July 16, 2015, 1:00 p.m.

Meeting held via GoToMeeting

Attendees: Wyatt Ditzler, Arrowhead/Beloit; Kelly Rohde, Eastern Shores/Mead; Mark Troendle, Indianhead/ L.E. Phillips; Sue Queiser, Indianhead/Barron; Lin Swartz-Truesdell, Kenosha County/Kenosha; Jessica MacPhail, Lakeshores/Racine; Stacie Pajewski, Manitowoc Calumet/Manitowoc; Amy Lutzke, Mid-Wisconsin/Dwight Foster; Judy Pinger, Milwaukee County/Milwaukee; Jennifer Loeffel, Milwaukee County/Franklin; Dale V. Cropper, Nicolet/Brown County; Amy Stormberg, Northern Waters/Shell Lake; Beth Carpenter, Outagamie-Waupaca/Kimberly-Little Chute; Heidi Cox, South Central/McFarland; Molly Warren, South Central/Madison; Bob Stack, South Central/Portage County; Karina Zidon, Southwest/Platteville; Jennie Stoltz, Waukesha County/Pewaukee; Peter Loeffel, Waukesha Co/Muskego; Holly Selwitschka, Winnefox/Winneconne; Inese Christman, Wisconsin Valley; Andi Coffin, WiLS; Bruce Smith, WiLS; Ryan Claringbole, DPI Public Library Development Team

1. Call to order – 1:01 p.m. by Jessica MacPhail, chair

2. Review Agenda – changes or additions

No changes or edits.

3. Approval of minutes – [May 28, 2015](#)

No changes or edits. Approved as read.

4. Action Items
    a. Digital magazines (MacPhail) – Eight systems that do not currently have another magazine product are interested in exploring adding Periodicals to the digital library.   The OverDrive platform is the only one these systems can afford, and now the free platform offer from OverDrive, which reduces the cost by $15,000, bringing the cost down to $35,000 for 100 titles makes it very affordable.

    It also would be helpful for WPLC to have OverDrive Periodicals available to patrons as a pilot to gather use data and information. Used in conjunction with data from Flipster and Zinio, it will help with next year's assessment to determine if one of the platforms could be a feasible and agreeable option to offer some level of digital magazine content for all patrons in the state through WPLC in 2017.

    OverDrive Periodicals content will be available to all systems, it cannot be limited to the system level if subscription purchases ends up being funded by a group of systems. The intent of this agenda item is to identify the potential opportunities and concerns to determine any action that might be taken next with Periodicals either as WPLC or funded by a group of systems.

No additional opinions to express from those not present at last meeting.

B. Smith reported that at ALA meetings with digital magazine vendors, he didn't get any indication there would be significant changes in pricing or agreements including Time-Warner exclusive contract. No major functionality changes, including ILS integration. It's been learned that Flipster pricing wasn't priced as a group, but rather was done as individual system pricing added together. Not sure what this means going forward. EBSCO indicates their pricing is set to establish long-term relationships with the vendors to provide stable content offerings, so it's not clear if this would get better. OverDrive had an ALA offer (waiving platform fee). OverDrive is extending that offer for the remainder of 2015 and all of 2016 if WPLC subscribes to one magazine by 9/30/15. Currently OverDrive can only offer Periodicals through the statewide portal. OverDrive reports other consortia are interested in getting this through Advantage, so possibly in the future it will be available on a system by system basis. The interested systems day their decisions are very dependent on price, and there is concern about it "going away" if the pilot doesn't move forward Noticed that four OverDrive magazine titles account for nearly half the content cost and price is reduced considerably if we don't purchase those titles.

MCFLS has received positive feedback on the Zinio integration and interface, and it well-used and popular. Zinio is better and easier to use than they used to be, still a little quirky, but a lot of issues have been eliminated. If those issues are gone, cost is still a significant concern and the ILS integration with patron information and would complicate figuring out usage for cost sharing. Recorded Books is aware of the platform fee problem, though content is comparable.

The digital magazine "have-nots" are disappointed in having the magazine product not approved by WPLC as they cannot afford the other options.

B. Carpenter motioned that a group of interested systems are allowed to purchase Periodical subscriptions that would be available statewide through WPLC. D. Cropper seconded. It was noted by SCLS that patrons in their system, even though SCLS is not interested in Periodicals, will be accessing the magazines through OverDrive, potentially en masse. A follow up comment to this noted we will be able to see where / what is being used through stats and comparable stats between platforms would be good data to have for future decisions. The Periodical pricing included multiple copies of some titles based on stats on what we think demand will be. **Motion amended to include that it extends through 2016 and will be reconsidered at that point. 16 in favor, 2 abstain (20 present). Motion carries.**

b. [Patron FAQ](#) (Smith) – This currently isn't an active link on the WPLC site, but does still exist as a page. WiLS is looking for direction from the committee to determine if it is desired to have an FAQ page like this for patrons on the WPLC site. If so, is it preferred that it is updated to include info that is not subject to frequent change and updates, and that it doesn't duplicate anything that is included on the [FAQ on the dbooks site](#)? Other feedback about what might be useful for patrons or for libraries to be able to point patrons to will also be helpful.

General agreement that a FAQ is a good idea. Two pages under For Patrons (help/FAQ & policy/funding); make a link to the help section from OverDrive instead of recreating that content

c. Patron focus group parameters (Smith) – WiLS is asking for discussion and a determination about when the project managers can use the patron focus group to get input without committee approval and when committee approval is desired before doing so.

General agreement to allow WILS to consult the patron group at their discretion, getting permission from committees as needed.

5. Reports: Committees, Work Groups and Project Manager Updates
   a. Decisions made in between 5/28/15 and 7/16/15 meetings: none
   b. ALA report (Smith) – see Misc. updates and workgroup reports. If you attended, please share what your learned at ALA that is applicable to the committee and digital library.
   c. WPLC Board – have not met since last Steering meeting.
   d. Selection Committee (Smith)– see committee minutes
   e. Open Content Committee (Smith) – Newspaper project: see Misc. updates and workgroup reports
   f. Statistics Work Group (Smith) – see Misc. updates and workgroup reports

   No feedback from committee.

   g. Collection Development and Policy Work Group (Smith) – see Misc. updates and workgroup reports
   h. Digital Library Logo (Coffin)

   In a bit of a holding pattern right now as the designer is on vacation, and the small group guiding that process is hoping for a few more distinct options to send along to the full committee for a vote.

   i. WPLC Website (Coffin)

   WiLS and the board chair had a few ideas for changes to the WPLC website, to coincide with the new WPLC logo and some slight tweaking to the site design to accommodate, that we are in the process of mocking up. Once we have it ready for input, we'll send to the Board and to you for feedback. This will be sometime next month.

6. Ongoing Discussion Items

7. New Discussion Items
   a. New vendors or rescan of current market: Is there a current content area or new vendor(s) that the committee would like to see explored as part of the workgroup process to determine the direction of the collection and buying pool for 2017? This will be also be on the agenda for the September and November meetings. Workgroups need to be formed by December to

complete work in time for Collection Development and Policy Workgroup to consider when they form recommendations for collection and buying pool for 2017.

      i. Mobile app (MacPhail) - Capira Technologies

    b. WiLS upcoming project management team changes (Smith)

    Andi Coffin, currently involved in the web, digital content, and support, will take over Bruce's role as main liaison on the Steering Committee. The group thanked Bruce for his work with the committee.

8. Committee information sharing and questions

9. Next Meeting Date: September 24, 2015

Questions moving forward should go to Andi and Bruce both, and they will figure out how to approach moving forward.