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Director's Report Exhibit 9
WVLS BOARD OF TRUSTEES MEETING
August 15, 2015

PEOPLE IN THE NEWS

NEW OWEN PUBLIC LIBRARY DIRECTOR ANNOUNCED

Former Withee Public Library Director **Loralee Peterson** was hired by the Owen Public Library Board of Trustees to direct the library. Peterson replaces **Shirley Lehr** who retired on July 31, 2015. The Withee Public Library Board announced the vacant position and accepted applications in July. Interviews with potential applicants were scheduled the first week in August.

ARSL SCHOLARSHIP WINNERS ANNOUNCED

The WVLS Board of Trustees Executive Committee met on July 27, 2015 to review scholarship applications from public library directors and branch managers requesting assistance to attend the 2015 Association of Rural and Small Libraries (ARSL) Conference scheduled for September 30 – October 3, 2015 in Little Rock, Arkansas. Scholarships were awarded to **Julie Beloungy** (Thorp Public Library), **Kay Heiting** (Granton Community Library), Deb Gauerke (Edgar Branch, Marathon County Public Library) and **Laura Wood** (Rothschild Branch, Marathon County Public Library). Details about the scholarship may be found at http://www.wvls.org/arsl-conference-scholarship and about the conference at http://www.arsl.info/category/conferences/2015-conference/

WVLS congratulates all the scholarship winners!

WVLS PROJECTS

BROADBAND ENHANCEMENT

WVLS is committed to facilitating and empowering Broadband enhancement efforts throughout its footprint. We have established an unpublished Broadband Enhancement Grant fund, which offers a nominal $3,000 seed grant to counties which are directly involved in Broadband enhancement efforts with one or more libraries, or to two or more libraries working together with their respective communities on a Broadband enhancement project. We are members of the WCAN (Wausau Community Area Network) and are involved in advisory capacities with discussions in Clark County, Lincoln County, and Taylor County. We are also aware of a growing effort in Oneida County which we will look more closely at in the near future.

The Lincoln County project to develop better network and Internet options continues to progress through regularly scheduled, monthly meetings. Four core agencies are working together with Livermore Technologies in a public-private-partnership to perform a comprehensive assessment and plan for developing internetworking connectivity between agencies. WVLS has established a Broadband Enhancement Grants element within the Technology Budget Reserve Fund. We are working with TB Scott Library in Merrill and the Lincoln County Technology Director to form an appropriate request, approval, and disbursement process which can then be used by the other WVLS member counties to help jumpstart broadband enhancement projects.

The Clark County Broadband Consortium is a loose formation of local public and private technology leaders in Clark County along with technology advisors connected to various organizations in Clark County. WVLS and the UW Extension are currently helping organize and direct the very broad, county-wide conversation in a way that can lead to sustainable, local-leadership driven conversations in the various communities. These smaller initiatives would then remain connected, so that the whole county can work toward the common, broadband development goal.

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WVLS / CHATTERBOX CHARITIES SUMMER LIBRARY PROGRAM GRANTS

WVLS and Chatterbox Charities contributed $280 toward children's program performers at 32 member libraries and MCPL branches as part of the 2015 Summer Library Program ("Every Hero Has a Story"). Dorchester Public Library chose not to participate.

We are very thankful to Chatterbox Charities for its donation to WVLS through funds raised during the annual Turkey Trot. Without this financial support, many of our smaller libraries would not otherwise be able to afford a special large group event. Summer library programing draws young readers to the library where they are encouraged to make good books a central and vital part of their lives while maintaining strong reading skills during vacation months.

WVLS HOSTS UW-SLIS INTERN

UW-Madison School of Library and Information Science student **Anna Julson** completed her LIS 620 Field Project requirement as a WVLS intern over a 7-week period between June 15 and July 31 in the area of youth services. WVLS provided travel expense support and facilitated placements for Anna at TB Scott Free Library in Merrill and the Lincoln Hills/Copper Lake School (Department of Corrections) outside of Irma. Her site based supervisors were **Linda Schuster**, Head of Youth Services at TB Scott, and **Kelly Knudsen**, Library Media Specialist at Lincoln Hills. She also spent an afternoon at Granton Community Library learning about combined school and public libraries, participated in the August 13 Library Advisory Committee meeting, and attended the Great Annual Library Worm Race in Rhinelander with her two year old son.

Anna has served as the Digital Librarian and Resource Specialist for Bridges Virtual Academy in Merrill since the fall of 2013 and the majority of her previous hands on experience was in a secondary school setting. Her internship gave her the opportunity to acquire new technology skills teaching students at Lincoln Hills/Copper Lake School while acquiring knowledge and skills in a unique school environment. At TB Scott she observed and participated in multiple summer programming events for elementary school children, learned the summer program planning process and planned an event for the 2016 summer theme. She also worked with the new TB Scott website manager to create visual displays showcasing unique collections via the website and/or social media, thus connecting previous SLIS course knowledge to real library world application.

REGIONAL DATACENTER (RDC) SHARED INFRASTRUCTURE

Last year's move of much of our server and virtualization infrastructure to the Chippewa Valley Technical College (CVTC) RDC in Eau Claire has been quite successful. The move catalyzed a continually developing partnership between Indianhead Federated Library System (IFLS) and WVLS. The technology staff for both systems now meet via videoconference bi-weekly. We continue to reshape and enhance the physical server platform, as we reshape our technology implementations based on the platform's capabilities.

One example of such reshaping is that IFLS is implementing a migration of their Integrated Library System (ILS) from dated physical servers into the shared virtualization platform. WVLS is supporting this migration through a reconfiguration of resources, to better accommodate a virtualized ILS, and we are benefitting by learning how best to implement our own such migration 12-18 months from now.

Since the RDC project is a core platform for Network and Enterprise Services, it touches many things. Another heavy focus during the 2015 Summer and Fall seasons is digitization. We are partnering with IFLS on a joint Digital Repository service and are working to put significant physical data storage capabilities in place while simultaneously configuring the digital content platform application.

We are using abstract names for this shared services partnership. We identify the infrastructure platform resources as LEAN Wisconsin. The LEAN is not officially defined for branding yet, but some ideas include "Libraries and Education Advanced Network" or "Libraries, Educational, and Academic Network" with the idea being that this platform can be leveraged by other educational entities as part of the lifelong learning framework. For shared application services being provided in collaboration by IFLS and WVLS, we are using the Libraries WIN (continued from the wonderfully educational "Project WIN" we participated in with IFLS and NWLS last year).

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V-CAT UPDATE

The 2016 V-Cat Budget was approved at the June 4, 2015 meeting. The Council requested that a Discovery product implementation timeline be included with the 2016 budget proposal.

Ecommerce implementation is moving along. A series of Ecommerce questions was shared with SOMBAW to determine "best practices." We expect this service to go live in October 2015.

The roll out of the new Z39.50/RDA cataloging process started in May 2015, and the Tomahawk Public Library and the Frances L. Simek Memorial Library (Medford) were the first two "new" libraries to volunteer. Eight V-Cat libraries are now using Z39.50 for cataloging.

WVLS has signed a contract with Backstage for V-Cat database authority work to be done on an ongoing basis, and is working with Innovative to set up new load tables for the authority work.

WVLS is working with the Bib Committee to create product expectation and evaluation tools to aid in the process of selecting a discovery layer product. Also, plans are underway to schedule vendor demonstrations for V-Cat Council members in September 2015.

On the evening of Tuesday, August 4, the Sierra software was upgraded with a service patch to correct issues with fines and replacement fees. The following morning, some member libraries experienced problems with opening the Sierra desktop clients. WVLS IT and ILS staffs worked with Innovative support to quickly resolve the issue that same day.

CONTINUING EDUCATION & TRAINING

WISCONSIN TRUSTEE TRAINING WEEK

WVLS is co-sponsoring the second annual **Wisconsin Trustee Training Week**, slated for August 17-21. Each day features a 1-hour webinar on a topic of interest to trustees. Check out the website (http://www.wistrusteetraining.com) for more details and to register.

MINECRAFTEDU TRAINING FOR LIBRARIANS

We have been working on developing a MinecraftEdu librarian training experience on and off since May. The most recent driving force which has led to a higher prioritization has been specific requests from several libraries to learn more about Minecraft and how it might be used in library programming.

The basic format is three levels of curricula: introduction/beginner, intermediate, advanced. I am currently working with three libraries by invite to "test" the beginner level training. This training is actually intended to be delivered remotely, with the MinecraftEdu software being used as a "webinar" platform. Once we are able to run an initial session successfully with our three library invitees, we will publish the schedule for several additional training opportunities this year and into next year. These are valid for technology CEUs.

A PARTNERSHIP WITH NFLS PROVIDES 8 WEBINARS FOR WVLS MEMBERS

In June, WVLS partnered with the Nicolet Federated Library System (NFLS), headquartered in Green Bay, to bring eight continuing education webinars to our member libraries between July-December 2015. Descriptions of the webinars and webinar schedule follow:

> ***There is an App for That: From Concept to Launch***; July 23; 1 p.m. (.5 CE Credits)
> In April, the Waukesha Federated Library System launched a mobile app for 1,000 Books Before Kindergarten. Project manager of the UW-Milwaukee App Brewery, Dustin Hahn, and his student team

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worked side by side with representatives from the member libraries in Waukesha County to create an app that meets the needs of today's high-tech and on-the-go parents and caregivers. In this session, you will gain insight into what they learned during the development, testing and launch phases of the app. Hear about the process of developing this app from two perspectives – the librarian who wanted the app in the app store yesterday, and the developer, who had to figure out how to deliver it.

Senior Moments: Event Planning for the Mature Audience; September 22; 1 p.m. (1 CE Credit)
The hardest part of aging isn't always declining health, but often a loss of shared connectedness and community spirit. Feeding seniors' curious minds and encouraging them to meet one another is a direct investment in your community's health. From line dancing to origami, panting to hip hop lectures, seniors will try it all! Learn how to create and market fresh events while targeting this mature group.

Digital Habits of Public Library Members; October 7; 1 p.m. (1 CE Credit)
EBSCO's User Research Team recently conducted an ethnography-style project focusing on the digital habits of public library members, how the habits are formed, and the needs that spark their searches. The team talks about the project, the research findings, how those findings impact how they think about public library users, and how the findings can help public libraries support their users' evolving needs – reader, seeker, socialite, "informavore"!

Creating a Marketing Plan for Your Library; October 22 and October 29; 1 p.m. (1 CEU Credit for each session)
Marketing our libraries is more important than ever, but where do you begin? How does marketing fit in with our library's overall mission? This two-part webinar series will cover the basics of creating a marketing plan for your library, including: 1). What is a marketing plan, 2). What are goals and objectives, 3). How strategies differ from tactics, 4). Who to target, 5). Marketing mediums; and 6). Evaluating the marketing plan.

Putting UX into Customer Service; November 10; 1 p.m. (1 CE Credit)
Hear from librarian Talia Richards at Springshare (the maker of LibGuides) about how to use its model for customer service in your library. Drawing inspiration from real world examples, Richards shares practical tips, strategies, and implementation techniques that illustrate ways in which libraries can better integrate the user experience into their customer service model. She'll discuss how Springshare uses its own tools to provide the best possible customer service. Best practices that have been extracted through successful interactions as well as those that resulted in giant fails will also be shared. From email to Twitter to Facebook, she provides actionable strategies that focus on the customer, customer experience, and a successful outcome for all.

Using the Five Practices in Afterschool Programming; November 12; 1 p.m. (.5 CE Credit)
Play, talk, write, read and sing are the five practices of early literacy. We gear these practices toward early literacy programming but literacy is part of lifelong learning. Some of these practices are not be used as frequently in school, especially play, talk and sing. Kymberley Pelky will discuss using these practices as part of our afterschool programming, which continuing the literacy and learning.

Content Marketing & Strategy: Getting Started; December 10; 1 p.m. (1 CE Credit)
If your library has been promoting itself online (blogs, social media, etc.), it has probably seen very mixed results. Think it's time to make your library's online efforts more effective? You're probably right. The majority of libraries often don't have a content marketing plan, and it shows. The next, logical step is to

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start defining a content strategy, and learning how to re-purpose your content for different platforms. Find out what people really want online, and how to further content reach. Learn about creating and distributing valuable content to attract and engage your library's audience. Move beyond advertising and promotion (which people usually ignore), and start getting a better grip on what your library should be putting effort into, and how to make that effort count.

UPCOMING EVENTS

- May 16 – WVLS Board of Trustees meeting – WVLS office
- August 6 – V-Cat Council meeting – MCPL – 9:30 a.m.
- August 7 – SRLAAW meeting – MCPL – 10:00 a.m.
- August 11 – WiscNet Board of Directors Meeting - Madison
- August 13 – WVLS Library Advisory Committee meeting – WVLS – 9:30 a.m.
- August 15 – WVLS Board of Trustees meeting – WVLS – 9:30 a.m.
- August 17-21 – *Wisconsin Trustee Training Week*; register at http://www.wistrusteetraining.com
- August 20 – Camp Tech-a-Talka – Portage County Public Library; Stevens Point, WI
- August 21 – I-LEAD ResCarta Training
- September 7 – Labor Day – WVLS office closed
- September 17 – *WVLS "Retreat for Public Library Directors"* – details forthcoming
- September 19 – *WVLS Board of Trustees meeting* – WVLS office – 9:30 a.m.
- September 22 – *WVLS-hosted "YSS Powerhouse Presents"* webinar & NFLS-hosted *"Senior Moments: Event Planning for the Mature Audience"* webinar – 1:00-2:00 p.m.
- September 24 – WPLC Steering Committee online meting – 1:00-3:00 p.m.
- September 25 – SOMBAW meeting – South Central Library System – 10:00 a.m.
- October 1 – WVLS V-Cat Council meeting – MCPL – 9:30 a.m.
- October 2 – WLA's Library Development and Legislation Committee meeting – Madison, WI
- October 7 – NFLS-hosted *"Digital Habits of Public Library Members"* webinar – 1:00-2:00 p.m.
- October 8 – DLT-sponsored Youth Services Consultants meeting – DeForest, WI
- October 9 – DLT-sponsored CE/Certification Consultants meeting – DeForest, WI
- October 14 – *WVLS "Rural Poverty" workshop* – MCPL – details forthcoming
- October 20 – WVLS Listening Session – Taylor County – 10:00 a.m.
- October 26-29 – I-LEAD USA – Wisconsin Session – Green Lake, WI
- November 3-6 – WLA Conference – Madison, WI

Have a great August weekend!
Marla