Exhibit 11

Director's Report
WVLS BOARD OF TRUSTEES MEETING
May 21, 2016

CORRESPONDENCE

A note of thanks was received from MCPL staff member **Paula Langenhahn** for providing a terrific **"Bullet-Proof Leadership"** workshop with Pat Wagner on February 23 and for the gift card won in the workshop drawing.

Inese Chrisman was notified by **State Superintendent Tony Evers** of her appointment to the Library Services and Technology Act (LSTA) Advisory Committee for the 2016-2018 term. The Committee advises Superintendent Evers on matters pertaining to the administration of the LSTA program. In 2016 responsibilities will include establishment of the annual grant criteria, categories, applications and awards. In 2017 the current LSTA Plan (2013-2017) will be evaluated and a new Wisconsin LSTA Long-Range Plan (2018-2022) will be developed.

The Wisconsin Department of Public Instruction notified us that our **Second 2016 State Aid Payment** of $212,986 was approved. This payment allows WVLS to continue to carry out this year's system plan as approved earlier by the Division for Libraries and Technology (DLT). Public library system funding is provided from the Universal Service Fund.

The **Nicolet Federated Library System** (NFLS) Board of Trustees has notified WVLS of their interest to engage in merger discussions with neighboring systems.

2015 Cost per circulation and Act 420 Information was shared with member libraries should they wish to invoice adjacent counties for serving their non-residents (county residents who live outside of a community with a library). According to Wis. Stat. 43.12, libraries must submit an invoice to the clerks in adjacent counties by July 1, 2016. In turn, the adjacent counties must pay at least 70% of the cost for service to those libraries by March 1, 2017.

PEOPLE IN THE NEWS

Former WVLS staff member **Bette Baur** passed away on April 30, 2016. She was 82. Bette worked for Marathon County Public Library from March 1980-April 1983, and as a mail clerk for WVLS from June 1983 until her retirement July 1995. A letter was sent to Bette's family to let them know that $100 was placed in the Wessler Memorial Scholarship Fund in honor of her years of service to WVLS.

In April, WVLS granted **Sue Hafemeister's** request to reduce her hours worked per week from 24 to 15. With this reduction, several tasks previously performed by Susie were reassigned to other staff.

Several weeks ago WVLS posted an opening for **a Communications Coordinator**. This position will be responsible for developing and implementing marketing strategies and materials to promote services to member libraries and trustees; providing consulting services in the areas of marketing, programming and outreach; and developing, coordinating and providing training opportunities for WVLS staff, area library personnel and trustees. Interviews will be held in late May.

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WVLS PROJECTS

WVLS Partners with Bridges Library System to Further Develop "1000 Books before Kindergarten" App

WVLS let the Bridges Library System (BLS) know of our interest in partnering with them to further develop their mobile app for the early literacy program, 1000 Books before Kindergarten. Launched in 2015 and available in both Android and Apple stores, the app was created to digitally record data and statistics associated with this program. Since its inception, the app has been a huge success. It now has 1,700 account users from around Wisconsin, the United States and the world, and over 52,000 books have been recorded.

Because of the large audience, Version 2.0 of the app will have more functionality in terms of reports, data search, and sharing. Through our partnership, WVLS will provide BLS with a one-time payment of $850, and $100 annually for maintenance. In turn, WVLS and our member libraries will be displayed on the main menu of the app and have the ability to generate usage reports. In addition, BLS will provide a digital toolkit for WVLS and member libraries to use to promote the app within their communities.

Mobile Hotspot Pilots

Four of the five initial pilot libraries (three from WVLS and one from the Indianhead Federated Library System) retained all or some of their five devices after their respective experiments during the free trial month. Several libraries expressed interest in using one of the three devices for which WVLS has retained data services. One of those devices was deployed to the Greenwood Public Library for experimentation and another will be deployed to the Rhinelander District Library very soon.

While researching for the second phase of the Mobile Hotspots Pilot Project, we learned of a partnership between MobileBeacon (http://mobilebeacon.org) and donation management service, TechSoup. MobileBeacon, which offers $10/month of "unlimited" Sprint data services for up to 11 devices . We have contacted our Sprint rep to see if this pricing model can be mirrored directly through Sprint. If not, we will redefine or reprioritize our Phase II Pilot to migrate from the current Sprint-direct service model to the middle-tier MobileBeacon/TechSoup model.

The above refers only to Sprint services, so a future phase in the Mobile Hotspots Pilot Project needs to include another middle-tier vendor like Kajeet (http://kajeet.com) that supports devices for multiple data service providers including Verizon, which has a very strong service presence in our part of the state.

V-Cat Update

The V-Cat Council approved the **draft 2017 V-Cat Budget** at their April 2016 meeting. Additionally there are 13 member libraries now utilizing Z39.50 cataloging following training by WVLS. Lastly, V-Cat Administrator Inese Christman has been working close with EBSCO to fine-tune the new **Discovery product** based on modifications suggested by member libraries to the V-Cat Bibliographic Committee. General release of this product is slated for June 2016.

E-Rate Education and Content Filtering Experimentation

As previously reported, WVLS worked with other library systems, DPI, and WiscNet to explore a managed filtering application that would help libraries satisfy CIPA requirements at the utmost minimum, and also have a high level of local control for disabling filtering when necessary. WVLS has an iBoss filtering appliance ready for pilot implementation. On May 17 one library already filtering its children's computers, will switch to the managed appliance model for the first part of the pilot.

South Central Library System (SCLS) is also experimenting with the iBoss filtering appliance and has reported success thus far. From their testing, the service seems very solid, and the library staff who've piloted it found that

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it did not seem to have false positives (where it filtered something that really wasn't illicit), and that disabling filtering for a specific computer was a fairly easy process.

LSTA Technology Block Grant Project Update

WVLS is working with IFLS in partnership to share Creative Technologies (aka Makerspace) resources acquired by each system with libraries from both systems. Our own **Ann Mroczenski** is leading the project on the WVLS side, bringing her resource lending management and cataloging experience into the partnership. **Leah Langby** leads from the IFLS side, bringing her library programing and continuing education management experience into the partnership. Together, the two systems are bolstering existing Creative Technologies capital pools and developing hands on show-n-tell and training sessions for librarians across the systems.

Timing seems to be the word of the year. In early April, just a few days after spending from the LSTA grant funds opened, the MinecraftEdu licensing model from TeacherGaming.com closed. Microsoft acquired the Minecraft product from Mojang, and has been working closely with TeacherGaming.com to repackage the Minecraft in Education experience. The closure of new MinecraftEdu licensing came in preparation for Microsoft's eventual launch of Minecraft: Education Edition. Existing licenses of MinecraftEdu were not lost, as they are perpetual. Minecraft: Education Edition will be a per user and/or per seat subscription model, so we will have to wait to determine if we will be able to acquire licenses for libraries in a meaningful and feasible manner before continuing the license acquisition part of the MinecraftEdu project. Depending on how this goes (we should know more by the end of July) WVLS may need to submit a revision request to repurpose the funds intended for MinecraftEdu licensing acquisition.

Minecraft training session blocks have been scheduled through the year, and WVLS will continue to utilize existing MinecraftEdu licensing to host beginner training courses regardless of the outcome of Microsoft's forthcoming educational version of Minecraft.

2016 Youth and Special Services System Continuing Education Projects Grant

The DPI/DLT Public Library Development Team is providing a second year of financial and material resources to support collaborative multisystem continuing education youth and special services projects. $15,000 will be offered statewide during the 2016-2017 LSTA calendar year (April 1, 2016 – March 31, 2017. Projects must include at least two public library systems, an in-person continuing education event and support for individual member library efforts related to and following the workshop. Grant requests for $1,000 to $5,000 may be proposed.

Last year WVLS partnered with NFLS on the Poverty Awareness through Library Engagement project. This year's grant application is a collaboration with NWLS on the topic of online privacy, social media and sharing for tweens, teens and their parents. The idea grew out of the YSIE discussion mentioned below under "Continuing Education and Training.

In-person workshops slated for September in Ashland, WI (facilitated by NWLS) and in Wausau, WI (facilitated by WVLS) will focus on online privacy, social media and online sharing. Particular emphasis will be placed on information tweens and teens (and their parents) need in order to be informed, safe and responsible digital citizens while using social media. The custom-designed training for library directors and staff will be based on the San Jose Public Library "Virtual Privacy Lab" model for teaching online privacy. Invited but not yet confirmed is Michael Zimmer (UW-Milwaukee SOIS and Center for Information Policy Research). Afternoon speakers will be chosen from local and county law enforcement in the two systems. The training will provide solid guidance to public and K-12 library staff developing proactive local programming that will identify and educate library users on Internet privacy and cyber-security challenges.

Participants will be guided to develop a palette of library-based action plans and toolkits for community implementation with collaborative partners. Micro-grants will be available to libraries who develop implementation plans for their communities.

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Public Library System Redesign Project

The PLSR Steering Committee met on Tuesday, April 26 to review the Phase I Report and the Phase 2 Proposal provided by WiLS, the Project Manager. The following goals were reached in Phase I:

- Implemented a communication plan
- Developed a document management system
- Established principles and goals for process
- Gathered and compiled data and information for workgroups, which included coordinating a budget and cost analysis with experts
- Populated workgroup leadership and members
- Delivered project orientation to workgroup leadership
- Developed workgroup project plans

The first steps of Phase 2 will be the continued identification of desired service outcomes and a deeper exploration of the challenges to revising current service models.

Representatives within the WVLS area included in this process include: **Marla Sepnafski** (WVLS Director), Chapter 43 workgroup facilitator; **Virginia Woods Roberts** (Rhinelander District Library Director), Chapter 43 workgroup member; and **Julie Beloungy** (Thorp Public Library Director), ILL workgroup member.

Please visit the PLSR Project website at www.plsr.info for agendas, notes, and other information to keep you up to date on the project's progress.

RDC Partnership Structuring and Formalization

The growth of the partnership between WVLS and IFLS for shared technology infrastructure and services has been careful and deliberate. We continue to work on the foundation of the partnership, the configuration and utilization of the capital infrastructure located in the Chippewa Valley Technical College Regional Data Center (CVTC RDC). A major facet of the service and support model is currently being developed and initial conversations, seeking clarity on points of need and desired vision, took place the week of the WAPL Conference.

These initial discussions will help frame future scheduled meetings (typically biweekly) between WVLS and IFLS technology leadership and staff as well as unscheduled ongoing conversations between leadership to help solidify an initial publication of the shared services "thing" and its "brand." From the WVLS perspective, drafts of a shared services business model and listing of initial shared services, jointly supported by both systems will be available for review by each systems' respective administrative staff and Boards of Trustees during the 3rd quarter of 2016.

Digitization Services

WVLS is working with the Crandon and Owen public libraries to pilot the WVLS Digitization Service. Watch for more details and a demonstration at the August board meeting.

CONTINUING EDUCATION & TRAINING OPPORTUNITIES

2016 Virtual Public Library Association Conference

WVLS hosted the 2016 Virtual PLA Conference in our meeting area on April 7 and 8. The 2-day event consisted of live programming, including five one-hour programs, author interviews and opportunities for networking each day. While this event garnered very low participation, several member colleagues suggested that WVLS host the next PLA virtual conference in 2018.

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YSIE ("Why? See!") – Youth Services Information Exchange

The annual youth services Grassroots Gathering discussion on the afternoon of March 9 following Children's Book Fest lasted two hours and was so enjoyable and productive that those around the circle concluded there needed to be more face-to-face informal opportunities for north central Wisconsin librarians serving youth to share ideas. After a brainstorming session, the action plan that evolved is the very definition of "grassroots."

Charlotte Horant and Stacey Orr from Demmer Memorial Library in Three Lakes offered to host the first Youth Services Information Exchange Meeting at their library on April 29 with a focus on tween/teen programming and Summer Library Program plans.   A four hour block from 11 AM to 2 PM, including a working lunch was agreed upon to recognize staffing needed for morning story times and after school programs and provide more flexibility for scheduling dates. An invitation was extended to the WVLS public youth librarian and K-12 lists as well as the neighbors in Vilas Co. and nearby library systems. The eleven people attending included two librarians from NWLS and NWLS Director Sherry Machones, Kris Adams Wendt from WVLS, six public youth librarians and a school librarian from WVLS. Julie Kinney from Marathon Co. Public Library volunteered to share programming activities for this age group and lead a hands-on teen craft demonstration. Others around the table shared their own success stories as well as questions and advice.

Rhinelander District Library will host the next session on September 16 for discussion focus on babies through school age. Another session in January will focus on Summer Library Program ideas. Together with the WVLS December youth services workshop and the opportunity to get together at Children's Book Fest in March, 5 opportunities will be provided. Rotated hosting by different libraries will showcase youth departments in different locations.

Collection Development Webinar

WVLS and the Northern Waters Library System (NWLS) co-sponsored the May 3rd webinar **"Weed 'Em and Weep"** featuring Holly Hibner and Mary Kelly, authors of *Making a Collection Count: A Holistic Approach to Library Collection Management*.

Research and So Much More!

WVLS is offering member libraries an opportunity to learn the top ten tips for searching BadgerLink and how to fully utilize the new EBSCO Discovery Service in V-Cat via an upcoming workshop "Research and So Much More!" Slated for August 17 at the Minocqua Public Library, this continuing education event will run from 9:30 a.m.-3:30 p.m., and provide 5 continuing education units. Details about the workshop are provided at the end of this report as **exhibit 11-B**.

Trustee Training Week Coming Soon!

Registration for Trustee Training Week, August 22-26, 2016 is now open. To register and for more information, visit http://www.wistrusteetraining.com. There will be one one-hour webinar provided each day on a topic of interest to Wisconsin public library trustees A complete list of webinars and speakers is provided in the attached **exhibit 11-C.** Wisconsin Trustee Training Week was developed by the Nicolet Federated Library System and is supported by WVLS and several other public library systems throughout the state.

ADDITIONAL INFORMATION (HANDOUTS)

- 2016 WVLS Budget (revised January 2016) (**exhibit 11-A**)
- "Moo-ve Around Thorp" Brochure
- "Teachable Movements"; *School Library Journal*, December 2015

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- "Ten Ways U.S. Librarians Can Inform the American Electorate; *Marketing Library Services*, March/April 2016

UPCOMING EVENTS

- May 3 –Visit with Owen PL Director regarding digitization project (Inese); Owen
- May 3 – WVLS/NWLS webinar **"Weed 'Em and Weep"** (Sepnafski); WVLS office
- May 3 – PLSR Project Chapter 43 Workgroup Conference Call (Sepnafski)
- May 5 – New Public Library Director Orientation (Hafemeister and Sepnafski); Abbotsford
- May 6 – SOMBAW meeting (Hildebrand); WVLS office
- May 10-11 – WiscNet Future Technologies Conference (Klingbeil); Madison
- May 11 – WPLC meeting (Christman); Oshkosh
- May 11 - SRLAAW meeting (Sepnafski); Oshkosh
- May 11-13 – WAPL Conference (Sepnafski, Christman, Klingbeil, Wendt); Oshkosh
- May 16 – LSTA Advisory Committee Orientation (Christman)
- May 19 – Web Management Review (Klingbeil); Merrill
- May 19 – WVLS/IFLS Makerspace Project Review (Mroczenski)
- May 19 – Z39.50 Cataloging Training (Christman); Abbotsford
- May 21 – WVLS Board of Trustees meeting (Sepnafski, Christman, Klingbeil, Wendt, Hildebrand)
- May 24 – **"Minecraft Basic Training"** (Klingbeil)
- May 26 – WPLC Steering Committee meeting (Christman)
- May 26 – PLSR Project Communications meeting (Sepnafski)
- May 30 – WVLS office closed for Memorial Day.
- June 2 – LSTA Advisory Committee meeting (Christman); DeForest
- June 3 – WLA Library Legislation and Development Committee meeting (Wendt); Madison
- June 7 – PLSR Project Chapter 43 Workgroup meeting (Sepnafski)
- June 8 – WiLS Peer Council 2016 (Christman); Madison
- June 9 – V-Cat Council meeting (Christman, Mroczenski)
- June 9 – **WVLS Discussion with Public Library Directors** (Wendt, Klingbeil, Sepnafski, Christman)
- June 16 – PLSR Project Communications meeting (Sepnafski)
- June 22 – PLSR Project Workgroup Leaders meeting (Sepnafski)
- July 4 – WVLS office closed for Independence Day
- July 12 – Continuation Education and Certification Consultants meeting (Sepnafski)
- July 14 – Oneida County Library Board Meeting (Wendt); Rhinelander
- July 26 – **"Minecraft Basic Training"** (Klingbeil)
- July 28 – WISCAT User Group webinar (Mroczenski)
- August 5 – WLA Library Legislation and Development Committee meeting (Wendt); Madison
- August 16 – Annual ILL Meeting (Mroczenski); Madison
- August 16 – WVLS Library Advisory Committee meeting (Wendt, Sepnafski, Christman, Klingbeil)
- August 17 – **"Research & So Much More!"** WVLS workshop (Christman); Minocqua Public Library
- August 18 – Camp Tech-a-Talka (Klingbeil, Christman, Mroczenski, Heitman); Portage Co. Public Library
- August 19 – WVLS Board of Trustees meeting (Sepnafski, Christman, Klingbeil, Wendt, Hildebrand)
- August 22-26 – **"Trustee Training Week"** – daily webinars on topics of interest to library trustees