



WISCONSIN
LIBRARY
ASSOCIATION

Library Development & Legislation Committee

Friday, March 24, 2017

10:00 AM – 1:00 PM

WLA Office

4610 South Biltmore Lane, Suite 100, Madison, WI

MINUTES

Present: Connie Meyer, Kris Adams Wendt, Mark Arend, Kathy Klager, Heather Johnson, Marge Loch-Wouters, Sherry Machones, Steve Ohs, Jim Ramsey, Julie Schneider, Steve Conway (DeWitt), Kurt Keifer (DPI/DLT), John DeBacher (DPI/DLT), Martha Berninger (DPI/DLT).

Virtual participation via GoToMeeting: Kathy Pletcher, Nick Dimassis, Anita Weier, John Thompson (PLSR), Erin Fabrizius (Blumenfeld & Associates, WEMTA).

Absent: Bryan McCormick, Bruce Gay, Plumer Lovelace.

Co-chair Meyer called the meeting to order at 10:05 PM. Wendt acted as recorder. Self-introductions were made around the table.

Changes and additions to the agenda. Wendt requested adding 2017 Spring Election under announcements and other business. The agenda was accepted by consensus as amended.

Approval of minutes from January 27, 2017 meeting. Minutes of the January 27, 2017 meeting were approved on a **motion from Ohs seconded by Klager**. All aye. Motion carried.

Biennial Budget Request increase for 2017. Conway reported that Rep. Mary Felzkowski will champion a budget amendment for an additional \$1.5 million in public library system aids as a member of Joint Finance Committee. A second JFC champion is being sought from among Senate members. WLA visibility and credibility is high; Conway has received compliments regarding Library Legislative Day visits and other relationship building contacts from WLA members.

Public budget hearings are schedule by the JFC at six locations. Conway recommended that WLA provide the optics of spoken testimony at all of them; coordinated groups receive 5 minutes' time while individuals only 2 minutes. Following are the dates and coordinators at each location: April 3 (Platteville – TBD, Meyer to contact Southwest Library System), April 5 (West Allis – Meyer, Klager and Gay), April 7 (Berlin – Arend), April 18 (Spooner – Machones and Wendt), April 19 (Ellsworth – Johnson and Thompson), April 21 (Marinette – Pletcher). Pletcher suggested coordinating with trustees through WLTF. Messaging to include how extra dollars would translate into additional workforce development, broadband and lifelong learning programs/services at local level, system funding thought of as block grants to regional library services.

Conway reported for information only that Rep. Felzkowski will also introduce an amendment for an annual \$1.3 million dedicated to making Microsoft Imagine Academy products available to public libraries across the state as another workforce development tool that also fits lifelong learning “gateway

for education” services to seniors, homeschoolers and other groups. Public libraries as community learning centers are more easily accessed by those seeking new job skills. A series of meetings have been held with DLT and Microsoft representatives to which the LD&L budget team was invited. Questions ensued regarding format, space/staffing/technical requirements and training necessary for local libraries, and a need for more information and details. Kiefer explained that the product includes two parts, curriculum and testing/certification, the former would be a good fit for public libraries but the latter would need to be worked out with partnering K-12 and technical school sites (which are already using it). Libraries may already be familiar with other training modules, but the Imagine Academy is a unique complimentary suite of products. DPI/DLT will receive one FT person to coordinate as part of the package and it is viewed as no different from other initiatives the Division manages. This second proposal integrates with stated objectives for the additional \$1.5 million public library system aids request. However, no vote was necessary as WLA is not expected to promote it as a budget item. Conway had limited copies of product information and will send more via email to the LD&L list.

Kiefer spoke about two non-fiscal items that Conway is also keeping track of: (1) a statutory change to allow appropriations under s. 20.255 (1) (e), Wis. Stats. (Student information system, or "WISEdata"), and under s. 20.255 (1) (ek), Wis. Stats. (Longitudinal data system, or "WISEdash) to be used for public library as well as school information systems; and (2) companion bills regarding TEACH grant funding that could also enable rural public libraries to become eligible for training and infrastructure.

Kiefer explained that the addition of libraries as possible uses for WISE funding would allow for activities (many of which are being discusses among the PLSR work groups) such as

- Purchase licenses for data collection software
- Training library staff on the effective use of data in decision-making
- Establishing digital processes for the efficient collection, analysis, and reporting of data to library patrons and staff
- Creating dashboard tools for libraries to use internally in analyzing, and to report to the public about, library use
- Developing, implementing, and maintaining technology systems that allow for secure, interoperable data exchange and the automation of work processes
- Creating an automated system for the initial certification and recertification of public librarians
- Establishing library user authentication systems

The non-fiscal note addition of libraries to TEACH would allow the targeted locations (small and rural) to be eligible to apply for staffing training and technology infrastructure grants (network equipment, computing devices for patrons, Wi-Fi access, hot spots for check out, etc.).

Libraries Transform! Dimassis provided an update on the Libraries Transform project. Many posters were distributed at Library Legislative Day, while other legislators were asking their delegations when and how they could participate in the project. There are a handful of posters in the WLA Office waiting for distribution to legislators. There is a need to update the list of legislators who need photos taken and posters made, then coordinate communication through the systems to get the job done. Systems where photos need to be taken will require a core board mounted “big library card” that reflects formation of the Monarch Library System.

Library Legislative Day. Dimassis highlighted comments and feedback from the post Library Legislative Day follow up evaluation survey. Dimassis was thanked for his coordination and Ramsey received a round of applause marking his successful initiation into the mysteries of LLD scheduling. Final attendance was 188. The Madison Concourse Hotel has already been booked for February 20, 2018.

Cross county payments working group. Klager summarized working group activities including finalizing a list of best practices for Act 150 and Act 420 payment requests with input from an ad hoc SRLAAW committee (to be brought back to SRLAAW on April 25), and partnering with DLT staff on a set of guidelines for counties considering formation of a consolidated county library. The working group team is on call for capitol meetings if legislators require a briefing after conversations with local elected officials in their districts if questions are raised after bills are submitted for 2016 services. Conway reported no new inquiries from legislators. DeBacher provided an overview of discussions among municipal and county officials in La Crosse County (a consolidated county library except for the La Crosse Public Library). Per discussion at the January LD&L meeting regarding St. Croix County, it was reaffirmed that LD&L is on record advising that unique local problems are best solved at the local level through library funding conversations with county residents, rather than through introducing legislative changes in response to a particular problem which risks unintended consequences across the entire state.

WAPL conference. Bruce Gay has a placeholder for a LD&L program at WAPL Conference in Stevens Point that could be used for a combination budget progress briefing and advocacy training session. Meyer will communicate with Gay following his vacation and work with Conway on potential speakers. It was suggested that WLTF could be interested in partnering with LD&L on this program.

Federal Legislative Advocate report. In the absence of McCormick, Machones and Ohs reported that the three of them met by phone since January 27 to discuss various topics including but not limited to IMLS funding, the Universal Service Fund, potential for increased ICE activity to challenge library patron record privacy and maintaining libraries as safe spaces. Since the President announced his intent to eliminate IMLS in his executive budget a week ago, Machones has been involved in ALA Chapter Councilor teleconferencing calls and has forwarding ALA advocacy alerts through WLA memberclicks. Wendt has shared with SRLAAW the advocacy materials sent out to WVLS libraries, which focus on the IMLS Grants to States and benefits to regional and local programs. Focus at this time is on contacting members of Congress to sign on to "Dear Appropriator" letters asking for support of IMLS and a smaller program called Innovative Approaches to Literacy (IAL) that awards grants to school libraries for books and other materials in high poverty areas. ALA has also suggested a template for letters to the editor. Wendt will feature federal and state budget information in the next Legislative Newsletter, held up by breaking federal news and due out next week. FY17 funding should remain intact through September. Conway offered to assist with congressional meetings in their districts during April recess. Kiefer shared information from the most recent conference call among COSLA members and asked LD&L members to look over the draft infographics materials shared via email prior to the meeting. There was general discussion of various ways that loss of LSTA dollars would affect DLT staffing and statewide services and programs. Machones shared a tentative list of WLA delegates to National Library Legislative Day so far. McCormick is coordinating arrangements. Machones, Ohs and McCormick will draft a WLA statement of opposition to IMLS elimination similar to those that have already emerged from Pennsylvania, Minnesota and Alabama and will consult with WLA President Anderson for signature and approval.

While it's clear that the proposed budget cut to the Institute of Museum and Library Services, will have a tremendous negative impact on the services that public libraries provide for their communities, Schneider pointed out there are a number of proposed cuts to other federal agencies that may have additional negative impacts on school, academic and special libraries. For example, a cut of 20% to the budget of the National Institutes of Health would likely impact many of their institutes including the National Library of Medicine. A cut of services, resources and tools by the National Library of Medicine would be significantly problematic for medical and health science libraries.

PLSR update. Thompson reported on PLSR events since the last LD&L meeting. There are new communication pieces about the process regarding the development of an administration, governance and funding structure. Per the March 20 "process and communications plan document" Thompson requested time at the July 28 LD&L meeting to attend in person and "discuss the results of the Steering Committee retreat about structure development and how to align current LD&L messaging with the progress of PLSR," as well as "to determine next steps for PLSR and LD&L coordination around potential legislative plans and activities for the rest of the PLSR process." COLAND member Mary Therese Boyle, who serves as Chief of Staff to the Racine Co. Executive, has inquired about communication with the Wisconsin Counties Association.

DI/DLT update. Kiefer continued his report from COSLA regarding various data projects under the broad heading of "Measures That Matter." He has promoted PLSR as an example of a transparent process by which a state may reconfigure statewide library services. DeBacher provided an update regarding changes in DLT staffing. The BadgerLink RFD and RFI process is moving forward. The school library e-book program should be ready to unveil by the start of school in September.

WEMTA update. Erin Fabrizius from Blumenfeld & Associates reported for WEMTA. Their focus is on crafting a voter education campaign leading up to the April 2018 referendum on amending the state constitution to eliminate the State Treasurer's position and replace it on the Board of Commissioners of Public Lands with the Lt. Governor. WEMTA's legislative group meets next week and will keep LD&L informed.

Announcements and other business. Wendt initiated discussion of the April 4 Spring Election, for which the only statewide race is for State Superintendent of Public Instruction. Ramsey volunteered to make sure the candidate statements requested by WLA from incumbent Tony Evers and challenger Lowell Holtz prior to the February 21 primary are posted prominently on the WLA website.

Upcoming 2017 meetings: May 19, July 28, September 29, November 30

Adjourn. The meeting adjourned at 12:40 PM on a **motion from Ohs seconded by Machones.**

Respectfully submitted,
Kris Adams Wendt, recorder