MILWAUKEE COUNTY
FEDERATED LIBRARY SYSTEM

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<u>NOTICE</u>

Milwaukee County
Federated Library System
Board of Trustees

Monday, April 19th, 2021

3:30 P.M.

This meeting will be conducted online
using Zoom meeting software

Meeting URL: CLICK HERE

Download Zoom: https://zoom.us/download
Instructions: https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting

<u>AGENDA</u>

1. Call to order

2. Introduction of new MCFLS Network Administrator/PC Support Specialist, Eric Henry

3. Adoption of agenda

4. Approval of minutes: the MCFLS Board of Trustees meeting on Monday, March 15th, 2021

    Action   Attachment A

5. Public comment

Please note: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aides.

<u>Board of Trustees—Administrative reports requiring action</u>

6. Financial Report—March 2021

    Action   [Attachment B](#)

7. Marketing staff capacity. Contract worker or regular staff position.

    Action   [Attachment C](#)

8. Proposal to adjust metrics used to determine member costs for ILS, OCLC and cataloging costs for 2022.

    Action   [Attachment D](#)

<u>Administrative Informational Items</u>

9. DPI letter confirming second state aid payment to MCFLS

    [Attachment E](#)

10. Standing agenda item on MCFLS Board meetings

11. Director's Report

    [Attachment F](#)

<u>Executive Session—System Director Evaluation</u>

12. Motion to Move into Executive Session.

13. In Executive Session. Pursuant to Wisconsin Statutes 19.85(1)(c) "Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility."

14. Motion to Move Out of Executive Session.

Next meeting date: May 17th, 2021 at 3:30 pm via Zoom online meeting software.

Milwaukee County Federated Library System
Board of Trustees

Regular Monthly Meeting held Monday, March 15, 2021
Zoom Meeting

ROLL CALL

Present: Paul Ziehler, President
             Steven Shea, Vice President
             Nik Kovac, Treasurer
             Guy Johnson, Trustee
             Howard Snyder, Trustee
             Elizabeth Suelzer, Trustee

Staff: Steve Heser, Director
             Judy Kaniasty, Business Manager

Others: Cory Clark, Incoming Trustee
             Joan Johnson, Milwaukee Public Library

CALL TO ORDER. President Ziehler called the regularly scheduled monthly meeting of the Milwaukee County Federated Library System Board of Trustees to order at 3:34 p.m.

CORY CLARK INTRODUCTION. Mr. Clark reported that he will be officially approved to serve on the MCFLS Board tomorrow morning. Mr. Clark shared that he has served on the South Milwaukee Public Library Board since June, 2018, he serves in the National Guard's 115TH Fire Wing as a Real Estate Specialist for construction projects, has a Bachelor's Degree in Criminal Justice and a Master's Degree in Urban Planning; is originally from Columbus, MS and has been in the Milwaukee area for 23 years.

ADOPTION OF AGENDA. President Ziehler referred to the agenda. Vice President Shea moved and Trustee Snyder seconded a motion to approve the agenda as distributed. Unanimously approved.

APPROVAL OF MINUTES. President Ziehler referred to the minutes of the Monday, February 15, 2021 LDAC meeting which are shown as Attachment A of the agenda packet. Vice President Shea moved and Trustee Johnson seconded a motion to approve the minutes as presented. Unanimously approved.

PUBLIC COMMENT. President Ziehler again welcomed incoming MCFLS Board Trustee Cory Clark and asked the members of the Board to introduce themselves so Mr. Clark would have some background on who he will be serving with on the Board.

LIBRARY DIRECTORS ADVISORY COUNCIL. In Jill Lininger's absence, Steve Heser reviewed the report of the March 4, 2021 LDAC meeting shown as Attachment B of the agenda packet and responded to Board questions. Trustee Johnson moved and Trustee Snyder seconded a motion to accept the LDAC report and place it on file. Unanimously approved.

BOARD OF TRUSTEES – ADMINISTRATIVE REPORTS REQUIRIN ACTION

<u>Financial Report – February 2021</u>. President Ziehler referred to the February 2021 financial report which is shown as Attachment C of the agenda packet. Director Heser reported that due to the Network Administrator/PC Support Specialist vacancy he had DigiCorp install computers at three libraries that were in the works at the end of the 2020; the invoices are coming in much more than anticipated so he will need to do some mid-year adjustments to balance the budget since he feels that MCFLS should only charge the normal $75 an hour and only charge for the normal number of hours we would have charged had we not experienced a staffing loss. President Ziehler director Director Heser to have a conversation with DigiCorp regarding the surprising invoices. Trustee Snyder moved and Treasurer Kovac seconded a motion to approve the February 2021 financial report as presented. Unanimously approved.

<u>2020 Resource Library Report</u>. Milwaukee Public Library Director Joan Johnson reviewed the 2020 Resource Library Report which is shown as Attachment D of the agenda packet noting that due to the pandemic all statistics are down; instead of in-person programming, funds were invested in technology of end-user equipment and electronic resources to better serve residents and the plan is to open more as can safely be done and it is hoped that in-person programming can be offered in the Fall, 2021. Director Heser thanked Milwaukee for their substantial OverDrive Advantage donations totaling $205,000 along with increased communications with MCFLS and member libraries. Trustee Snyder moved and Vice President Shea seconded a motion to accept the report and place it on file. Unanimously approved.

<u>MCFLS Marketing Plan</u>. Director Heser referred to the draft Marketing Plan which is shown as Attachment E of the agenda packet noting that the MAC worked with STIR to develop a thorough plan and the detailed marketing plan resulted after much consideration of audience (job seekers, families/students and lifelong learners) and tools (Gale Courses/Transparent Languages/Learning Express to be aimed at this first time around.

Director Heser reported that he will be developing a job description for a part-time person to put the plan into action and he will bring a proposal to the Board soon for both a contract worker and permanent MCFLS staff person but now the invoices from DigiCorp will make that challenging but any savings from hiring a new Network Administrator/PC Support Specialist may help.

Trustee Johnson questioned why the specific audiences and resources were picked and wonders whether those are key audiences served at MCFLS member libraries. Director Heser will look into that question and report back next month but traditionally lifelong learners are focused users and the member library directors were pleased with the suggestions which makes him feel they are on target. Trustee Johnson further asked how STIR and the MAC worked together and Director Heser responded that they worked well together in this collaborative effort and he feels that STIR will be helpful moving forward in this process.

Trustee Johnson moved and Vice President Shea seconded a motion to approve the plan as presented. Unanimously approved.

President Ziehler verified that Director Heser would be coming back to the Board with costs associated with staffing for this plan and Director Heser confirmed that is exactly how this will proceed.   Staffing may not be in place until the Fall, 2021 but the plan is written to accommodate that timeline well.

Re-evaluation of MCFLS Board meetings (in-person/online/hybrid). Director Heser reported that the decision was made last November to hold the first six MCFLS Board meetings in 2021 via Zoom and to discuss in March what to do for the second half of the year. The LDAC's meeting plan was also to hold January-June virtually and then to discuss in March and the decision has been made to offer both in-person and online, so those that are not comfortable in-person can still attend and he wonders what the Board would like to do? Discussion ensued and it was agreed to discuss this monthly until local health guidelines and vaccines are more prevalent.

Follow-up on additional $50,000 in Milwaukee County Funding. Director Heser referred to Attachment F of the agenda packet which shows a few charts of EDI title data of the OverDrive collection adding that the LDAC recommends that the $50,000 contribution for 2021 be split with half spent on high demand titles to fill holds for residents and half spent on EDI titles to meet those needs based on availability by publishers. Trustee Johnson moved and Trustee Suelzer seconded a motion to follow the recommendation of the LDAC when spending the County's $50,000 in 2021 to increase electronic resources for Milwaukee County. Unanimously approved.

ADMINISTRATIVE INFORMATIONAL ITEMS

Wisconsin Policy Forum Report regarding Milwaukee Public Library. Joan Johnson reviewed the Wisconsin Policy Forum's report regarding the financial challenges facing the Milwaukee Public Library which is shown as Attachment G of the agenda packet. Trustee Snyder indicated he would be willing to work on the county-wide sales tax idea or other ways to generate additional funding for libraries.

Update on Recruitment for Network Administrator/PC Support Specialist. Director Heser reported that seven interviews were held—three of which were in person and the staff along with Robert Trunley of Wauwatosa reached consensus on a candidate to offer the position to and he is waiting for a call-back. Once the offer is accepted he will send out an email announcing the outcome.

Director's Report. Director Heser reviewed his report, which is shown as Attachment H of the agenda packet.

EXECUTIVE SESSION – SYSTEM DIRECTOR EVALUATION. Due to the time, President Ziehler requested and it was agreeable to all, that this agenda topic be held over until next month's meeting.

Motion to Move into Executive Session.

In Executive Session. Pursuant to Wisconsin Statutes 19.85(1)(c) "Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility."

Motion to Move Out of executive Session.

NEXT MEETING DATE. Scheduled for Monday, April 19, 2021 at 3:30 p.m. via Zoom online meeting software.

ADJOURNMENT. With no further business to be addressed, moved and seconded a motion to adjourn the meeting at 5:43 p.m. Unanimously approved.

M.C.F.L.S.
Financial Report
For the Three Months Ending March 31, 2021

		Annual Budget	Year to Date	%	Balance	%
1						
2						
3	**General Revenues**					
4	State Aid Revenue	$ 2,855,319	$ 2,141,489	(75.00)	$ 713,830	(25.00)
5	Milwaukee County Allocation	$ 66,650	$ 58,250	(87.40)	$ 8,400	(12.60)
6	West Milwaukee Contract -Other	$ 60,152	$ 60,152	(100.00)	$ -	0.00
7	Interest on Invested Funds	$ 10,000	$ -	0.00	$ 10,000	(100.00)
8	Member Forms/Supplies Rev (62)	$ 20,600	$ 3,204	(15.55)	$ 17,396	(84.45)
9	Member Postage Revenue (61)	$ 23,800	$ 3,175	(13.34)	$ 20,625	(86.66)
10	Member OCLC Revenue (73)	$ 125,035	$ 125,036	(100.00)	$ (1)	0.00
11	Member Telecomm. Revenue (71)	$ 16,800	$ 16,800	(100.00)	$ -	0.00
12	Member III Softwre Maint-Basi	$ 181,188	$ 181,188	(100.00)	$ -	0.00
13	Member III Softwre Maint-Other	$ 47,561	$ 48,910	(102.84)	$ (1,349)	2.84
14	Member Tech. Assist.-Time Rev.	$ 15,000	$ 3,336	(22.24)	$ 11,664	(77.76)
15	Member Special Projects Rev (77)	$ 75,000	$ 26,572	(35.43)	$ 48,428	(64.57)
16	Member Catalog Contract Rev (85)	$ 187,546	$ 187,547	(100.00)	$ (1)	0.00
17	Member Database Revenue (56)	$ 81,035	$ 81,040	(100.01)	$ (5)	0.01
18	Member Catalog Enhance Rev (59)	$ 29,648	$ 29,648	(100.00)	$ -	0.00
19	Member Ecom Trans Fees (44)	$ 8,600	$ 1,664	(19.35)	$ 6,936	(80.65)
20	TNS Calls/Notices Revenue (45)	$ 1,224	$ 302	(24.67)	$ 922	(75.33)
21	Carryover Revenue	$ 12,000	$ -	0.00	$ 12,000	(100.00)
22	Staff Benefits/Co-Pay Revenue	$ 38,289	$ 6,967	(18.20)	$ 31,322	(81.80)
23	LSTA Technology Grant Rev (89)	$ 10,000	$ -	0.00	$ 10,000	(100.00)
24	Member Digital Content Rev (90)	$ 267,583	$ 262,582	(98.13)	$ 5,001	(1.87)
25	Member PC Mngmt License Rev (94)	$ 2,545	$ 715	(28.09)	$ 1,830	(71.91)
26	Member MKE Mixers Rev (95)	$ 1,400	$ 1,350	(96.43)	$ 50	(3.57)
27	Member Replacement Fines Rev (96)	$ 12,000	$ 2,846	(23.72)	$ 9,154	(76.28)
28	Member Overdrive Advantage Rev (97)	$ 15,000	$ 105,001	(700.01)	$ (90,001)	600.01
29	**Total General Revenues**	$ 4,163,975	$ 3,347,774	(80.40)	$ 816,201	(19.60)
30						
31	**Special Revenues**					
32	W. Milw Borrowing Rev (101)	$ 31,467	$ 31,467	(100.00)	$ -	0.00
33	Ecommerce Revenue (103)	$ 175,000	$ 37,322	(21.33)	$ 137,678	(78.67)
34	**Total Special Revenues**	$ 206,467	$ 68,789	(33.32)	$ 137,678	(66.68)
35						
36	**Total Revenues**	$ 4,370,442	$ 3,416,563	(78.17)	$ 953,879	(21.83)
37						
38		Annual Budget	Year to Date	%	Balance	%
39						
40	**General Expenditures**					
41	Fringe Benefits Expense	$ 195,231	$ 42,486	21.76	$ 152,745	78.24
42	Salaries Expense	$ 389,272	$ 85,489	21.96	$ 303,783	78.04
43	Telephone Renewal Expense	$ 608	$ 116	19.08	$ 492	80.92
44	Member Ecom Transaction Ex (19)	$ 8,600	$ 1,586	18.44	$ 7,014	81.56
45	TNS Calls/Notices Expense (20)	$ 1,224	$ 231	18.87	$ 993	81.13
46	Mileage/Auto Maint Expense	$ 700	$ -	0.00	$ 700	100.00
47	Conference/Training Expense	$ 5,000	$ 339	6.78	$ 4,661	93.22
48	Memberships Expense	$ 5,000	$ 3,560	71.20	$ 1,440	28.80
49	Continuing Education Expense	$ 9,000	$ -	0.00	$ 9,000	100.00
50	Office Supplies Expense	$ 1,500	$ 332	22.13	$ 1,168	77.87
51	Copy Machine Maint. Expense	$ 2,500	$ -	0.00	$ 2,500	100.00
52	MCFLS Printing Expense	$ 500	$ 262	52.40	$ 238	47.60
53	MCFLS Printing for Mem Expense	$ 5,000	$ -	0.00	$ 5,000	100.00
54	MCFLS WI Pub Lib Consortium Ex	$ 5,855	$ 5,855	100.00	$ -	0.00
55	MCFLS Buying Pool	$ 140,000	$ 140,190	100.14	$ (190)	(0.14)
56	MCFLS Database Expense	$ 21,953	$ 21,883	99.68	$ 70	0.32
57	Member Database Expense (17)	$ 81,035	$ 81,010	99.97	$ 25	0.03

M.C.F.L.S.
Financial Report
For the Three Months Ending March 31, 2021

58	MCFLS Catalog Enhancement Expe	$	81,119	$	47,877	59.02	$	33,242	40.98
59	Member Catalog Enhance Exp (18)	$	29,648	$	9,648	32.54	$	20,000	67.46
60	MCFLS Postage Expense	$	600	$	1	0.17	$	599	99.83
61	Member Postage Expense (9)	$	20,600	$	550	2.67	$	20,050	97.33
62	Member Forms/Supplies Exp (8)	$	23,800	$	9,314	39.13	$	14,486	60.87
63	Telephone Expense	$	5,000	$	1,615	32.30	$	3,385	67.70
64	Meetings Expense	$	500	$	-	0.00	$	500	100.00
65	Insurance Expense	$	11,700	$	4,911	41.97	$	6,789	58.03
66	Legal Expense	$	500	$	-	0.00	$	500	100.00
67	Audit Expense	$	13,000	$	-	0.00	$	13,000	100.00
68	Payroll Service Expense	$	5,400	$	914	16.93	$	4,486	83.07
69	III Software Support Expense	$	228,749	$	113,418	49.58	$	115,331	50.42
70	III TNS Subscr Exp	$	12,224	$	6,112	50.00	$	6,112	50.00
71	Member Telecomm. Expense (11)	$	16,800	$	-	0.00	$	16,800	100.00
72	MCFLS Telecomm. Maint. Expense	$	5,000	$	-	0.00	$	5,000	100.00
73	OCLC Expense (10)	$	135,047	$	133,944	99.18	$	1,103	0.82
74	MCFLS Computer Room Equipment	$	5,000	$	426	8.52	$	4,574	91.48
75	MCFLS Software Expense	$	3,500	$	413	11.80	$	3,087	88.20
76	MCFLS Equipment Expense	$	16,000	$	-	0.00	$	16,000	100.00
77	Member Special Projects Ex (15)	$	75,000	$	5,414	7.22	$	69,586	92.78
78	Sorting and Delivery Expense	$	291,700	$	41,641	14.28	$	250,059	85.72
79	South Central Delivery Expense	$	21,856	$	10,928	50.00	$	10,928	50.00
80	Auto Payment/Maintenance Exp.	$	1,000	$	-	0.00	$	1,000	100.00
81	MPL Resource Contract Expense	$	178,457	$	44,614	25.00	$	133,843	75.00
82	MPL Rent Lease Contract Exp.	$	129,815	$	32,454	25.00	$	97,361	75.00
83	ILS Expense	$	36,450	$	9,113	25.00	$	27,337	75.00
84	MCFLS Catalog Cont Exp to MPL	$	256,979	$	64,245	25.00	$	192,734	75.00
85	Member Catalog Contract Exp (16)	$	187,546	$	46,887	25.00	$	140,659	75.00
86	MCFLS Collection Dev Tool Exp	$	25,935	$	-	0.00	$	25,935	100.00
87	Internet Expense	$	21,635	$	4,003	18.50	$	17,632	81.50
88	Contingency Expense	$	33,411	$	2,933	8.78	$	30,478	91.22
89	LSTA Technology Grant Ex (23)	$	10,000	$	-	0.00	$	10,000	100.00
90	Member Digital Content Exp (24)	$	267,583	$	30,000	11.21	$	237,583	88.79
91	Marketing	$	10,000	$	5,046	50.46	$	4,954	49.54
92	Marketing Consultant/Contract	$	40,500	$	-	0.00	$	40,500	100.00
93	Cooperative Purchasing Sub Exp	$	2,200	$	-	0.00	$	2,200	100.00
94	Member PC Mngmt License Ex (25)	$	1,875	$	-	0.00	$	1,875	100.00
95	Member MKE Mixer Exp (26)	$	1,400	$	-	0.00	$	1,400	100.00
96	Member Replacement Fines Exp (27)	$	12,000	$	-	0.00	$	12,000	100.00
97	Member OverDrive Advantage Exp (28)	$	15,000	$	115,000	766.67	$	(100,000)	(666.67)
98	**Total General Expenditures**	$	3,107,507	$	1,124,760	36.19	$	1,982,747	63.81
99								
100	**Special Expenditures**							
101	W. Milw Borrowing Exp (32)	$	31,467	$	31,467	100.00	$	-	0.00
102	RB - MCFLS Payment Expense	$	1,056,468	$	1,056,467	100.00	$	1	0.00
103	Ecommerce Expense (33)	$	175,000	$	37,322	21.33	$	137,678	78.67
104	**Total Special Expenditures**	$	1,262,935	$	1,125,256	89.10	$	137,679	10.90
105								
106	**Total Expenditures**	$	4,370,442	$	2,250,016	51.48	$	2,120,426	48.52
107								
108	**Revenue/Expenditures +/-**							
				$	1,166,547			

MCFLS Staff Capacity for Marketing Assistance
Pros and Cons of Contract Worker vs Half Time Regular Staff Position

At the March 15th meeting I was asked to provide pros and cons of hiring a contract worker versus providing a half time regular staff position to work on marketing activities on behalf of MCFLS and member libraries. Below are my thoughts regarding each option:

Contract Worker: Pros	Staff Position: Pros
• Less expensive than hiring on a half time staff position. • Short term commitment. • Easy to delineate responsibilities and measurables through contract terms.	• Shows longer term commitment of system to strategic plan objectives related to marketing. • A staff position can more easily handle additional work outside of contract terms, including representation on state working groups. • Follows statewide trend of system investment in marketing personnel. • Savings realized at network administrator position allows unique opportunity to add staff capacity at a position of need.
Contract Worker: Cons	Staff Position: Cons
• Additional work outside of contract terms would not be easy to accommodate. • No representation at state working groups (ad hoc marketing statewide). • A contract may be less expensive in the short term, but does not show commitment to marketing efforts long term.	• Longer term commitment after probationary period. • More expensive when including benefits than a contract worker. • Additional costs that may include equipment and/or software.

Expense	Description	Maximum Annual MCFLS Costs		Maximum Annual Employee Costs	
		20 hrs/week	25 hrs/week	20 hrs/week	25 hrs/week
\<MCFLS Part-Time Marketing Staff Costs\>					
Wages	Based on $25 an hour for 52 weeks	$ 26,000.00	$ 32,500.00	$ -	$ -
Social Security Payroll Tax	6.2% of earnings	$ 1,612.00	$ 2,015.00	$ -	$ -
Medicare Payroll Tax	1.45% of earnings	$ 377.00	$ 471.25	$ -	$ -
Wisconsin Retirement	13.5% of earnings; split between er and ee	$ 1,755.00	$ 2,193.75	$ 1,755.00	$ 2,193.75
Health Insurance	ee=$897.82; Family=$2207.56; full-timers pay 12%	$ 10,066.47	$ 13,377.81	$ 16,424.25	$ 13,112.91
Dental Insurance	ee=$52.63; ee+Sp=$105.20; ee+child=$125.12; F=$177.66	$ 1,065.96	$ 1,332.45	$ 1,065.96	$ 799.47
Vision Insurance	ee=$5.72; ee+Sp=$11.42; ee+child=$12.88; F=$20.58	$ 123.48	$ 154.35	$ 123.48	$ 92.61
Life Insurance	.05-.57 cents per thousand of earnings; $30,000 free to ee	$ 177.84	$ 205.20	$ -	$ 17.10
Accident Insurance	ee=$4.38; eee+Sp=$6.26; ee+child=$8.44; F=$12.32	$ -	$ -	$ 147.84	$ 147.84
Workers Comp Insurance	.30% of earnings	$ 78.00	$ 97.50	$ -	$ -
Unemployment Insurance	6% of first $7,000 earned	$ 420.00	$ 420.00	$ -	$ -
	Totals:	$ 41,675.75	$ 52,767.31	$ 19,516.53	$ 16,363.68

Impact on Budget (2021 moving forward)

2021 Budgeted Amount for Marketing Staff Capacity (Line 92)		$40,500		
Additional funding available from reductions in salaries/fringe benefits (lines 41-42)		$37,800		
Total Funds Available		$78,300		

Milwaukee County Federated Library System
Position Description

Title: Public Information Coordinator
Term: Regular, 25 hours per week
Reports To: System Director

General Description

In a team environment, the Public Information Coordinator is responsible for system communications, marketing and awareness activities which promote library use in Milwaukee County. Responsibilities include coordinating system wide communication; marketing; and public relation activities including creating, designing and editing print and electronic materials, graphic design including design and maintenance of the MCFLS website. Consulting with member libraries on their websites, social media, local awareness/advocacy, communication, marketing and related topics. The Public Information Coordinator functions under the supervision of the System Director and works closely with the Marketing and Advocacy committee to accomplish activities set forth in the system's marketing plan.

Responsibilities and Tasks

1. Maintains and updates MCFLS website and social media presence.
2. Coordinates creation and distribution of the system's quarterly email newsletter.
3. Serves as designer, editor and coordinator of MCFLS print and electronic publications.
4. Provides consulting on marketing, public relations, social media and advocacy to member libraries.
5. Creates and maintains a marketing toolkit for member libraries to use in developing their own marketing plan.
6. Writes and edits text for news releases, public service announcements, and other related materials.
7. Develops and produces print and electronic promotional materials for member libraries. Production of the materials on a cost recovery basis.
8. Works with the Library Systems Administrator for the design and production of CountyCat promotional and training materials.
9. Coordinates contacts for library advocacy.
10. Works with MCFLS Director to update and maintain the system marketing plan and communicate to member libraries annually on marketing efforts.
11. Participates in state collaborative activities as appropriate.
12. Drafts and monitors budget and plan to support the above activities.
13. Maintains knowledge and professional skills around new communications technologies.
14. Other duties as assigned or required.

Minimal Qualifications

- Associate degree with 2 or more years' experience in one or more areas: creating print and electronic publications, social media and web site design.
- Proficient knowledge of Microsoft Office as well as knowledge of Adobe InDesign, Illustrator and Photoshop (or similar design software).

4/13/21

- Knowledge of marketing skills and techniques.
- Excellent interpersonal skills including the ability to communicate effectively both orally and in writing.
- Strong customer service orientation and skills.
- Ability to organize and process details accurately.
- Ability to work independently, organize and prioritize work, respond to varied/changing work demands, and make decisions as required.

Preferred Qualifications

- Bachelor's degree with a degree in Communication, Marketing, Graphic Design or related field.
- Knowledge of Library Service and/or experience working in a library setting. Creativity in identifying library services needing promotion and in deciding on strategies to use.
- Experience with WordPress, HTML and CSS.
- Familiarity with Constant Contact or similar email communication services.
- Experience with data visualization methods and techniques.

4/13/21

Proposal to Adjust Metrics Used to Determine Member Costs for ILS, OCLC and Cataloging Costs for 2022

The pandemic has caused some fluctuation in the metrics we typically use to determine member costs related to ILS, OCLC and cataloging costs for member libraries.   These numbers don't usually change much from year to year, but 2020 was the exception. The metrics affected are:

- Percentage of 2020 Resident circulation. Used to determine a library's share of ILS costs for 2022. Resident circulation for 2020 went down sharply and impacted communities differently. For example, MPL's resident circulation went down 10% compared to the previous year whereas other libraries share went up or stayed the same (see attached document).
- Percentage of 2020 Titles added. Used to determine a library's share of OCLC and cataloging costs for 2022. The number of titles added went down 20% from the previous year. As with resident circulation, we're seeing a lot of fluctuation we don't usually see (see attached document).

In the interest of fairness and to limit the volatility and impact on member libraries, we are proposing four options to determine 2022 member costs in these areas.

1. Use the 2020 Numbers As Presented

This option would impact budgets for many members at a time when libraries will be under pressure from municipalities to find ways to save money. While some members may see costs go down or stay the same, most will see their costs go up.

2. Use the 2019 Numbers in Place of the 2020 Numbers

This option would be easiest to accomplish and would result in very little change from 2021 as far as ILS, OCLC and Cataloging costs are concerned. Although ILS and cataloging costs have yet to be determined, the percentage of costs would remain the same and introduce one less variable in determining member expenses.

3. Use an Average from 2017-2019 in Place of the 2020 Numbers

This option would introduce some stability (along with option 2) in determining member costs. Like option 2 member costs would not change as much, but they would still be different from 2019 numbers.

4. Use some combination of options above

We could use one option to determine ILS costs and another for OCLC and cataloging costs. In the interest of clarity it would probably be best to keep whatever option we decide to use as consistent as possible.

2022 Proposed III Costs Distribution
Using 2021 III Costs as Placeholder

Library	2019 Circulation By Residence	2017-19 Avg Circulation by Residence	Percent of total (2019 numbers)	Percent of total (2017-19 average)	1% of Basic Software	Basic software by circulation % (2019 Numbers)	Basic software by circulation % (2017-19 Average)	Basic Total (2019 Numbers)	Basic Total (2017-19 Average)	Add-on Total	III Total (2019 Numbers)	III Total (2017-19 Average)
Brown Deer	103,938	89,389	1.8%	1.4%	$ 1,812	$ 2,698	$ 2,227	$ 4,510	$ 4,038	$ 710	$ 5,220	$ 4,748
Cudahy	163,616	173,002	2.8%	2.8%	$ 1,812	$ 4,248	$ 4,309	$ 6,060	$ 6,121	$ 1,790	$ 7,850	$ 7,911
Franklin	343,905	354,753	5.8%	5.7%	$ 1,812	$ 8,929	$ 8,836	$ 10,740	$ 10,648	$ 1,087	$ 11,827	$ 11,735
Greendale	170,826	168,951	2.9%	2.7%	$ 1,812	$ 4,435	$ 4,208	$ 6,247	$ 6,020	$ 2,337	$ 8,584	$ 8,357
Greenfield	216,496	224,136	3.6%	3.6%	$ 1,812	$ 5,621	$ 5,583	$ 7,433	$ 7,395	$ 4,750	$ 12,183	$ 12,145
Hales Corners	66,635	67,673	1.1%	1.1%	$ 1,812	$ 1,730	$ 1,686	$ 3,542	$ 3,497	$ 710	$ 4,252	$ 4,207
Milwaukee	2,791,894	2,981,243	47.1%	48.2%	$ 1,812	$ 72,484	$ 74,258	$ 74,296	$ 76,070	$ 19,800	$ 94,096	$ 95,870
North Shore	258,696	269,130	4.4%	4.4%	$ 1,812	$ 6,716	$ 6,704	$ 8,528	$ 8,515	$ 1,016	$ 9,544	$ 9,531
Oak Creek	241,247	245,725	4.1%	4.0%	$ 1,812	$ 6,263	$ 6,121	$ 8,075	$ 7,932	$ 2,809	$ 10,884	$ 10,741
St. Francis	91,850	95,457	1.5%	1.5%	$ 1,812	$ 2,385	$ 2,378	$ 4,197	$ 4,190	$ 691	$ 4,888	$ 4,881
Shorewood	205,549	215,603	3.5%	3.5%	$ 1,812	$ 5,337	$ 5,370	$ 7,148	$ 7,182	$ 1,760	$ 8,908	$ 8,942
South Milw	161,988	173,049	2.7%	2.8%	$ 1,812	$ 4,206	$ 4,310	$ 6,017	$ 6,122	$ 1,018	$ 7,035	$ 7,140
Wauwatosa	550,746	527,619	9.3%	8.5%	$ 1,812	$ 14,299	$ 13,142	$ 16,111	$ 14,954	$ 3,976	$ 20,087	$ 18,930
West Allis	343,722	364,641	5.8%	5.9%	$ 1,812	$ 8,924	$ 9,083	$ 10,736	$ 10,894	$ 4,097	$ 14,833	$ 14,991
Whitefish Bay	220,928	232,698	3.7%	3.8%	$ 1,812	$ 5,736	$ 5,796	$ 7,548	$ 7,608	$ 1,010	$ 8,558	$ 8,618
TOTALS	5,932,036	6,183,068	100.00%	100.00%	$ 27,178	$ 154,010	$ 154,010	$181,188	$181,188	$ 47,561	$228,749	$228,749

	2017 CIRC	2018 CIRC	2019 CIRC	AVG	2020 CIRC	
Brown Deer	78,035	86,194	103,938	89,389	53,876	1.6%
Cudahy	182,293	173,098	163,616	173,002	102,089	3.1%
Franklin	362,410	357,944	343,905	354,753	218,188	6.7%
Greendale	171,356	164,671	170,826	168,951	115,327	3.5%
Greenfield	229,176	226,736	216,496	224,136	139,195	4.3%
Hales Corners	67,069	69,314	66,635	67,673	45,408	1.4%
Milwaukee	3,175,251	2,976,584	2,791,894	2,981,243	1,271,028	38.8%
North Shore	274,489	274,205	258,696	269,130	166,889	5.1%
Oak Creek	249,033	246,894	241,247	245,725	137,035	4.2%
St. Francis	99,766	94,755	91,850	95,457	56,312	1.7%
Shorewood	226,342	214,918	205,549	215,603	145,803	4.5%
South Milw	183,879	173,280	161,988	173,049	90,193	2.8%
Wauwatosa	513,545	518,566	550,746	527,619	381,285	11.6%
West Allis	385,711	364,490	343,722	364,641	208,411	6.4%
Whitefish Bay	243,049	234,116	220,928	232,698	142,840	4.4%
TOTAL	6,441,404	6,175,765	5,932,036	6,183,068	3,273,879	

		Titles Added Calculations					
		2020 Total Titles Added = 86,186					
Code	Municipality	Municipality Titles Added	Percentage Added		2019	2019%	"+/-"
1	City of Milwaukee	16734	19.4%		27765	25.8%	-6.4%
6	Brown Deer	2511	2.9%		3482	3.2%	-0.3%
8	North Shore	3324	3.9%		4041	3.8%	+0.1%
10	Franklin	6340	7.4%		7811	7.3%	+0.1%
12	South Milwaukee	4279	5.0%		4716	4.4%	+0.6%
14	Greenfield	4362	5.1%		5355	5.0%	+0.1%
16	Greendale	3607	4.2%		4078	3.8%	+0.4%
24	Oak Creek	4867	5.6%		5334	5.0%	+0.7%
34	Wauwatosa	11120	12.9%		12479	11.6%	+1.3%
36	West Allis	10073	11.7%		11754	10.9%	+0.8%
40	St Francis	3378	3.9%		3934	3.7%	+0.3%
83	Cudahy	5053	5.9%		5174	4.8%	+1.1%
89	Shorewood	4433	5.1%		5044	4.7%	+0.5%
93	Whitefish Bay	2777	3.2%		3388	3.1%	+0.1%
96	Hales Corners	3328	3.9%		3315	3.1%	+0.8%
	TOTAL	86186	100.0%		107670	100.0%	-20.0%
Code	Municipality				AVG 2017-19	%	"+/-"
1	City of Milwaukee				28199	26.1%	-0.3%
6	Brown Deer				3542	3.3%	-0.0%
8	North Shore				3758	3.5%	+0.3%
10	Franklin				7718	7.1%	+0.1%
12	South Milwaukee				4376	4.0%	+0.3%
14	Greenfield				5520	5.1%	-0.1%
16	Greendale				4055	3.8%	+0.0%
24	Oak Creek				5063	4.7%	+0.3%
34	Wauwatosa				12083	11.2%	+0.4%
36	West Allis				12223	11.3%	-0.4%
40	St Francis				3954	3.7%	-0.0%
83	Cudahy				5101	4.7%	+0.1%
89	Shorewood				5283	4.9%	-0.2%
93	Whitefish Bay				3707	3.4%	-0.3%
96	Hales Corners				3505	3.2%	-0.2%
	TOTAL				108086	100.0%	

WISCONSIN DEPARTMENT OF

PUBLIC INSTRUCTION

Carolyn Stanford Taylor, State Superintendent

April 5, 2021

Paul Ziehler, President
Milwaukee County Federated Library System
709 North Eighth Street
Milwaukee, WI 53233-2414

Dear Mr. Ziehler:

I am pleased to notify you that Milwaukee County Federated Library System's second payment for operations in 2021 in the amount of $713,830 has been electronically transmitted. This payment will allow you to continue to carry out this year's system plan as approved earlier by the Division for Libraries and Technology (DLT). I am hopeful that this aid payment will assist your library system's support of your member libraries and COVID-19 pandemic-responsive adaptation of library services. Public library system funding is provided from the Universal Service Fund. A listing of this year's payments as well as a list of your system's statutory duties and responsibilities are both available on the Wisconsin Public Library System Plans page of the DLT website.

I would like to take this opportunity to thank you and your fellow board members for all your efforts to bring excellence in public library service to the residents of the Milwaukee County Federated Library System area. The Department of Public Instruction looks forward to ongoing collaboration with your board and staff to ensure that adequate resources are provided to support the important services your system provides.

Sincerely,

Kurt Kiefer
Assistant State Superintendent
Division for Libraries and Technology

KJK:mjd

c: Steve Heser, System Director, Milwaukee County Federated Library System
       Benjamin Miller, Director, Library Services Team
       Michael Dennison, Public Library Data, Funding, and Compliance Consultant

PO Box 7841, Madison, WI 53707-7841 ■ 125 South Webster Street, Madison, WI 53703
(608) 266-3390 ■ (800) 441-4563 toll free ■ dpi.wi.gov

ATT E - MCFLS 2021 Second Aid Payment
1 of 1

MILWAUKEE COUNTY
FEDERATED LIBRARY SYSTEM

709 North Eighth Street
Milwaukee, WI 53233
PH: **414-286-8149**
FAX: **414-286-3209**

April 19th, 2021

March/April 2021 Director's Report

Summary of activities

1. Developed training outline and arranged appointments with member libraries for myself and Eric Henry to visit, make introductions and allow Eric to get a better understanding of their technology needs. Those visits will take place between April 21st and May 5th.
2. Spoke with Joan Johnson and representatives from DPI regarding a City of Milwaukee pilot project to expand broadband access to neighborhoods. We hope that we can use Emergency Connectivity Funds (ECF) from the federal government aimed at schools and libraries to scale this pilot up to other neighborhoods and serve as a model for the county and state. I also attended an MPL subcommittee meeting on the 14th to help consult and see how we can scale the project up.
3. I am currently serving on the ILS Review team made up of system and member library staff that are charged with investigating how our software Sierra is serving our members and what the current environment looks like. We are now putting together a list of functionality that we need to have in place to consider a change. This process will conclude in March 2022 with a recommendation made to LDAC and MCFLS Board.
4. Met with Joan Johnson to discuss MPL activities as Resource Library. In their role as Resource Library Joan has agreed in principle to assign specific staff to help MCFLS with inclusive and youth services coordination both internally and at the state level. The next step is to share specifics with Joan so she understands the time commitment and what is expected from staff.
5. Participated in a small working group at the state level responsible for including additional guidance for libraries in handling further reopening to the public. The Addendum to Reopening: Return to Full Service was released two weeks ago and discussed with LDAC on April 15th
6. Met with Bruce Smith of DPI and Jim Tiderman of Action Logistics to discuss proposed changes to state delivery that would impact MCFLS and Action. Jim was very open and receptive to the changes in governance that may take place as soon as January 2022. Jim has also made changes to his organization of MCFLS delivery that should result in better efficiency and flexibility for members.
7. I spoke with Digicorp owner George Fahr and they've agreed to reduce our invoices by around $3,000. The system will still need to cover costs and once that total is sent to MCFLS I will get it on the board agenda.

Upcoming Activities

1. Train our new Network Administrator/PC Support Specialist and visit with member libraries.
2. Finalize West Milwaukee amendment for expanded access to electronic resources.
3. Assist in hiring of new MCFLS administrative assistant.

Helping the public libraries in Milwaukee County SERVE YOU BETTER   www.mcfls.org