**WiLS Board Meeting**

# May 22, 2015

**Present (in person):**

Mark Arend (Winnefox Library System)  
Martha Berninger (DPI RL&LL)

Lee Konrad (UW-Madison)

Kelly Kroes (WISPALS/Gateway Tech)

Steve Platteter (Arrowhead Lib Sys)  
Tasha Saecker (Appleton Public Library)  
Andrea Schmitz (Verona SD)**Present (online):**

Jennifer Peterson, (Menasha Joint SD)

Pat Wilkinson (UW-Oshkosh)

**Absent:**

Peg Billing (Tomahawk SD)

Lisa Viezbicke (Beloit College)  
Heather Winter (Milwaukee Art Museum)

**WiLS Staff Present:**

Andrea Coffin, Sara Gold, Lisa Marten, Stef Morrill, Bruce Smith

*Call to Order: Changes/Additions to the Agenda*

K. Kroes, Chair, called the meeting to order. S. Morrill would like to add the Corporate Authorization Resolution to the end of the meeting. No other changes were made.

*Approval of February 2015 meeting notes: joint meeting and board meeting*

M. Arend moved to approve the February 2015 meeting notes, M. Berninger seconded. Notes approved unanimously.

*Advisory committees/workgroups updates*

1. Cooperative Purchasing (CooPAC): Based on CooPAC recommendations, WiLS staff is in the second month of a new process for selecting new vendors. Each month, CooPAC reviews a list and chooses which vendors are of interest. After the third month, a list of the vendors CooPAC wasn’t interested in will go to Coop members to get their opinion. This process is working well and allowing WiLS staff to prioritize new vendors.  
     
   The Gold/Silver/Bronze program to honor vendors who hold prices at less than 3% has started. We have 12-15 total right now, with the majority at Gold level. Thank you notes will go out in the fall to those vendors who are on the lists.
2. Experts Connection Workgroup: S. Morrill has identified a group of people who have agreed to be on the workgroup. The board reviewed and approved the list of names presented.
3. Capacity Workgroup: The group met once by phone to discuss strategic directions and other things that could help with capacity. The conversation was very helpful, and resulted in the strategic directions we will discuss later. S. Morrill asked the group if there were formal efficiency review groups at the board member’s organizations. Most institutions do not have any formal groups. UW-Oshkosh has a management council that looks at efficiencies as part of their work. DPI and Appleton PL are both doing Lean processes. Appleton PL does one Lean project per year, which has been very successful. CUWL established an efficiency committee a few years ago to come up with common rules, etc. WiLS will need to keep this in mind, but will not necessarily do anything formally at this time.

*Treasurer’s report/Financial report for current year (M. Arend/T. Klement)*

T. Klement was not present; S. Morrill gave report on his behalf. The balance sheet looks really good, with assets to Liabilities ratio over 2:1. We expect to meet or exceed revenue for 2015/16 in all categories except project income, with a significant amount of revenue being invoiced in the final quarter. The software budget is over because of the MyWiLS development project, for which we’ve spent $8,000. The board had approved taking $25,000 from reserves for that project. Our American Express income is high, thanks to diligent efforts by T. Klement.

*Director’s report*

The director’s report was sent in print. There were no questions about the report.

*Presentation and discussion of member survey and retreat*

The WiLS staff presented the results of the member survey and staff retreat. We received 111 responses to the survey with a nice balance between the three main library types (academic, public, school). We learned that the “This Week at WiLS” message and cooperative purchasing newsletter are read more than any of our other communications. The members seem generally satisfied and there is always room for improvement. We’ll continue to focusing on responding in one day, properly scheduling follow up communication, and meeting deadlines to improve our member satisfaction.

The WiLS staff spent a day reviewing the survey results and discussing possible service changes/development based on the results. Some highlights from the staff presentations:

* Events (reported by B. Smith): While there is in interest in events/continuing education opportunities, it is difficult to predict attendance and, therefore, cost/revenue. There are barriers to attending (money, location, time, etc.). We may want to consider online community-based opportunities or tying opportunities to our regional meetings, which are popular with members. We may want to consider a subscription fee for continuing education series.
* Consulting (reported by B. Smith) : Web design and research had high interest expressed on the survey. We need to have a better understanding of what people mean by “research”. There is significant interest in planning from the public side, and we may want to develop an educational model/toolkit for planning. The academic libraries expressed interest in project management/planning, but did not indicate need for it in the next 18 months. (see strategic direction discussion below for more information).
* Digital Services (reported by A. Coffin): There is a lot of interest in digitization services, group licensing for digital preservation licenses, and digitization training. It may be desirable to offer some services related to digitization/digital preservation through cooperative purchasing, and to bring non-libraries into the cooperative purchasing program (archives, cultural heritage groups, etc.) . There is also an ongoing interest in training. Some of the training and perhaps consulting could be provided by community members with expertise in copyright/rights and workflows. There seems to be a need for digital collection hosting, which is already available, and needs to be promoted more.
* Collaborative Services (reported by S. Gold): Respondents expressed interest in collaborative services, but only if they are available for free. We could incorporate ideas generated into educational opportunities or perhaps exchange of best practices. The staff felt that many of the activities in this area were not as high of a priority.
* Cooperative Purchasing (reported by S. Gold): Cooperative purchasing is the core service for WiLS and one of the primary revenue generators. The survey indicated interest in learning more about how resources and being used and best practices for how to increase usage. There was also interest in expanding direct discount vendors and WiLS is working on that, along with perhaps creating revenue through commissions with some direct discount vendors. The group discussed an idea to creating starter kits for new librarians to help them get started with their database collection, particularly for K12 libraries. WiLS is also working on expanding cooperative purchasing membership with public libraries/systems and Milwaukee Public Schools. While there is interest in usage stat compilation, it is extremely labor intensive and so we will not be pursuing usage stats compilation at this time.
* Technology (reported by S. Morrill): Members expressed interest in learning about new technology. There is a possibility of using cooperative purchasing as a way to educate and to provide access to software and hardware. There was also interest in usability testing and web redesign, both which could be fulfilled with experts in the community, perhaps through educational opportunities or toolkits (for usability testing, especially).

Overall, we have an opportunity to think differently about cooperative purchasing. Currently, the service is focused on electronic resources, but there could be subsets of cooperative purchasing: technology, digitization, etc. There seems to be interest in crowd funding projects, which comes back to our work on Experts Connection.

# *Presentation and discussion of and action on FY15/16 strategic directions*

In conjunction with the work for the capacity committee and based on the information gathered from the survey, we have three strategic directions that are being recommended for next year:

Strategic direction 1: Develop a new plan for WiLS events/educational opportunities.   
WiLS currently has four annual events and gathering: Interlibrary Loan meeting, Peer Council (for technical services staff), WiLSWorld, and the regional meetings. We occasionally organize and host other educational events. Based on our 2015 member survey results, there appears to be opportunities to provide educational events in support of other services WiLS offers, and it is time for us to review our current offerings and develop a plan for moving forward.

The new plan would be created by a committee of the staff and board and will provide recommendations to the full Board and Finance Committee at our November meeting.

Strategic direction 2: Explore adding a position with expertise in academic libraries for planning/consulting services

Over the last 18 months, we have provided planning and consulting services to public libraries and public library systems. We believe we can generate additional interest in library planning projects if we marketed our services, as we have done little marketing beyond presentations at meetings and word-of-mouth marketing. At the same time, our 2015 member survey suggested that academic library members have some interest in planning and consulting services, though it was unclear from the survey results exactly where they had interest. Adding a person with academic expertise and planning experience could help with our capacity in planning services for public libraries while also expanding our reach into academic libraries. WiLS staff, with Board assistance, will develop a recommendation to present to the Board and Finance Committee at their November meeting.

The group broke into two smaller groups to discuss ideas for process for the academic libraries. Each group reported out:

Group 1: There are a lot of large and small initiatives happening in academic libraries that may need a neutral party involved to manage the project and provide outside perspective. For some initiatives, training the staff so that they are able to manage the project themselves is also valuable. To reach into the campuses, WiLS may want to find a connected person or meet with different teams on the academic campus and let them know what WiLS is doing. This type of service is needed all of the time, particularly for large projects with a long timeline as academics don’t want to tie up a staff member for that length of time.

Group 2: This group focused on process, and suggested that we start with academic board members to develop a list of specific services. The service suggestions would be more fully developed and these more developed descriptions would be used to survey academic board members. The survey request would come from the academic board members rather than WiLS. The academic board members could get together to discuss results and determine what skills might be needed for the new position.

Strategic direction 3: Research and develop a plan for collecting and sharing member knowledge  
We have not yet “cracked the nut” of collecting and disseminating member feedback and knowledge. WiLS staff will investigate how other organizations are accomplishing this sharing and will present a plan to the Board in February.

# *Presentation and discussion of and action on FY15/16 budget*

S. Morrill reviewed the draft budget. Some highlights from the presentation:

* The chart of accounts will be simplified for 2015/16. We will not have a separate “contract” line. Our OCLC income will go into event revenue and projects. The Wisconsin Public Library Consortium (WPLC) contract will move to projects.
* The event income has gone up, as we hope to generate more sponsorships for our events.
* Project revenue has changed as it will now include Recollection Wisconsin in addition to some OCLC and WPLC income. Because the expenses for projects are unpredictable, the amount in the budget is what we would expect to make minus the associated expenses.
* The budget includes a fund balance transfer to cover ½ year of a new position if we pursue adding a staff member for planning/academic libraries.
* The additional change in expenses is because we are rolling Recollection Wisconsin into our budget rather than keeping it “hidden” and separate.
* The budget includes salary increases of 1% for all staff.

M. Arend moved adoption of the budget; S. Platteter seconded. Motion passed unanimously.

# *Discussion of and action on FY16/17 cooperative purchasing membership fees*

The Finance Committee has recommended keeping the same cooperative purchasing membership fees ($199 per institution) for the FY16/17 membership year. The board supported this recommendation.

M. Arend moved approval of the recommended cooperative purchasing membership fee; A. Schmitz seconded. Motion passed unanimously.

# *Action: Bylaws revision*

Changes to the bylaws had been discussed at previous board meetings. There was no further discussion or changes.

# S. Platteter moved to approve the bylaws revision; T. Saecker seconded. Motion passed unanimously.

# *Action: Nominations committee*

# A nominations committee was formed to bring forward a slate of officers for 2015/16. The chair position will automatically be filled by Tasha Saecker, the current chairperson-elect. The treasurer position is a multi-year term, so Mark Arend will continue in that role. The committee will identify a nominee for chairperson-elect, who will serve one year as chairperson-elect and one year as chair.

T. Saecker, K. Kroes, and L. Konrad agreed to serve on the nomination committee. T. Saecker, as chair-elect, will act as chair of the committee.

# *Discussion: Activities at WiLSWorld*

The board will be involved in some activities at WiLSWorld:

1. Membership meeting: For the presentation, S. Morrill will share a bit about the year, touch on services that may be less known to members, and then lead an exercise on behalf of the Experts Connection Workgroup. She will work with them on determining process and questions.

2. Introductions: Please let S. Morrill know by June 5th if you will be attending the conference. Board members will be assigned to introduce speakers.

3. Board meeting: Our board meeting is normally held during WiLSWorld, but with the change in format, the meeting would need to be early on the day of the conference or by phone before the conference. S. Morrill will poll the board to determine preference.

*Corporate Authorization Resolution*

The group moved approval of the corporate authorization resolution required for First Business Bank to manage our investments. The entirety of the resolution is included at the end of these notes, as the resolution calls for the language to be included in the notes.

T. Saecker moved approval of the resolution; S. Platteter seconded. Motion passed unanimously.

*Adjournment*

T. Saecker moved to adjourn the meeting, M. Arend seconded. Meeting adjourned.