

THIS YEAR WAS SOMETHING ELSE

WILS 2020 ANNUAL REPORT

congratulations on making it through



What's Inside

READ ON TO LEARN ABOUT

Who We Are

Cooperative Purchasing Service Updates

Ideas to Action 2020

Consulting Service and New Staff

WiLSWorld Shorts

The Consortia We Manage: WPLC, WSDLC, and Recollection Wisconsin

Digital Projects

The Way We Work

What's Ahead

How To Connect With Us

We believe libraries, cultural institutions, and their partners make the world a better place.

We build relationships and provide services so they can do more with their time and money.

We help our members turn ideas into action.

Our Values



We work in the best interest of our members.

We are optimistic about the future of our members.

We promote new ideas and experimentation.

We are sincere in our purpose.

We believe that we're all in this together.

We are committed to equity, diversity, and inclusion.

We stand up for our members and their values.



We are stronger together
than we are alone.

WALTER PAYTON



Jennifer Chamberlain

Director's Welcome

I cannot remember a time when libraries and cultural institutions felt more vital to community health. It is a powerful testimony that in a year when restrictions and isolation were called for, our members responded by deepening connections and meeting their changing community needs in new, untested ways. Most notably, when faced with a common problem, our members sought avenues to tackle the challenges together.

Some of you have suggested that WiLS must have been better prepared for pandemic work life given our pre-existing virtual office environment. While we did have a few tricks up our sleeves, in reality, we struggled right alongside many of you with changing expectations and modified workplace environments (think preschoolers and teenagers in the “office”).

Likewise, it wasn't simply the pressures of balancing work and home life that defined the past year in WiLS and everywhere. We too are engaged in a critical reflection of our role in advancing social justice. We are challenged by the deep introspection required to recognize our failures while seeking opportunities to enact meaningful change. We understand this work will be more impactful if we do this not in isolation, but in community. We invite you to join us.

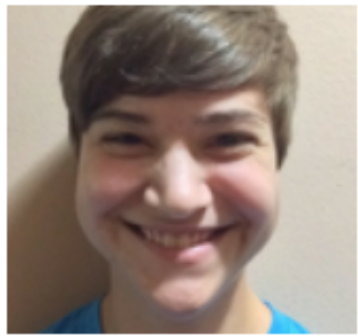
At WiLS, it has been our privilege this year to witness, support, and contribute to the innovative strategies employed by our members in serving communities with diverse needs and perspectives. We usher in 2021 as a time to reflect, reexamine, and redesign the ways in which we support the amazing work of our members.



Jennifer Chamberlain

Director's Welcome

WiLS Staff



Sarah
Birkholz



Jeff
Brunner



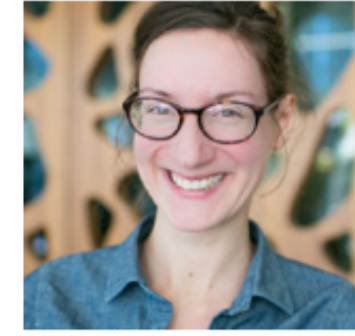
Jennifer
Chamberlain



Melody
Clark



Andi
Coffin



Laura
Damon-Moore



Sara
Gold



Erin F.H.
Hughes



Kim
Kiesewetter



Tom
Klement



Lisa
Marten



Melissa
McLimans



Emily
Pfothhauer



Rebecca
Rosenstiel



Vicki
Tobias



Kristen
Whitson

New Faces in 2020

MEET THE TEAM'S NEWEST ADDITIONS



Kim

*Data
Analyst*



Jennifer

*Executive
Director*



Laura

*Community
Liaison*



Kristen

*Digital Readiness
Program Assistant*



WiLS Membership

626

general
member
organizations

449

cooperative
purchasing
members

Cooperative Purchasing

BY THE NUMBERS



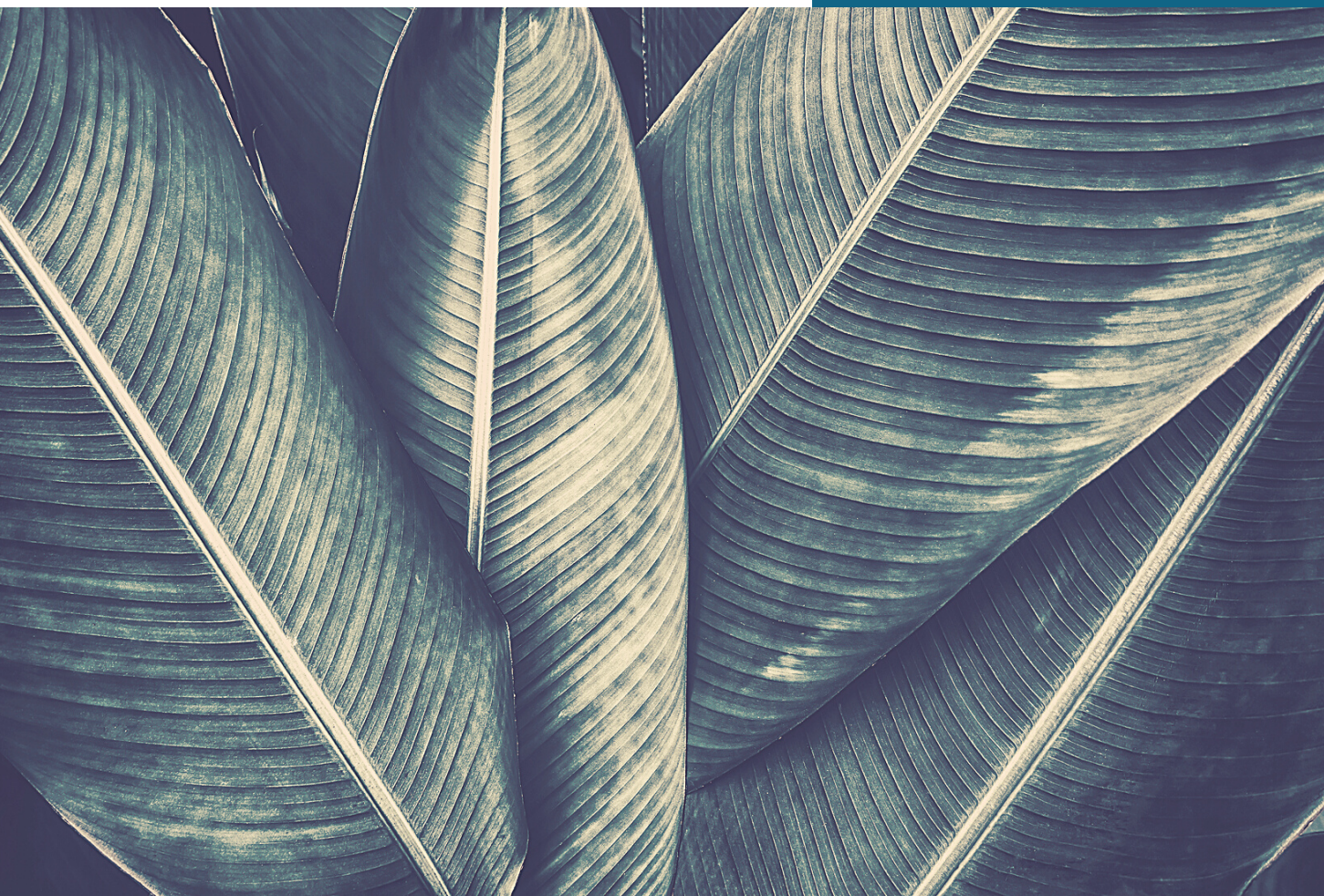
242

New Subscriptions



48

New Products



Cooperative Purchasing Changes

FOR ACADEMIC MEMBERS

We will no longer base our service fees to academic members on what vendors charge for their products.

Beginning in July, service fees will be based on the member institution and volume of business they do with us.

Cooperative Purchasing Changes

BENEFITS FOR ACADEMIC MEMBERS

VALUES ALIGNED

We are not motivated by profit; we are driven by our mission to serve members.

COST SAVINGS

80% of members will see reduced service fees and overall, average service fees will drop by 30%.

PREDICTABILITY

Our fee will be known well in advance and will not be subject to dramatic annual fluctuation.

TIME SAVINGS

Custom invoicing and an improved MyWiLS platform will save you time managing your subscriptions.

New Members

COOPERATIVE PURCHASING

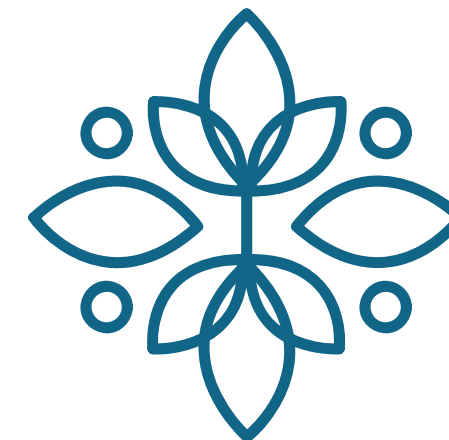
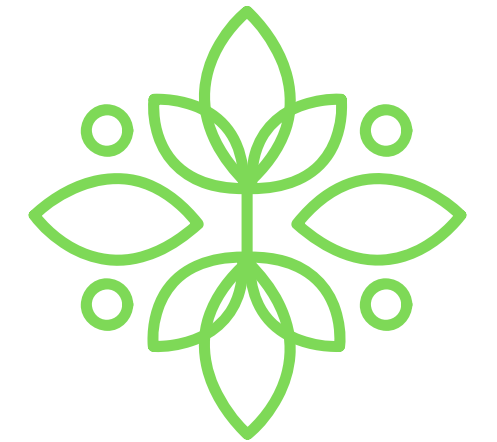
Random Lake School District

New Holstein School District

Shorewood Public Library

Franklin Public Library

Wauwatosa Public Library



More Cooperative Purchasing

UPDATES FROM 2020

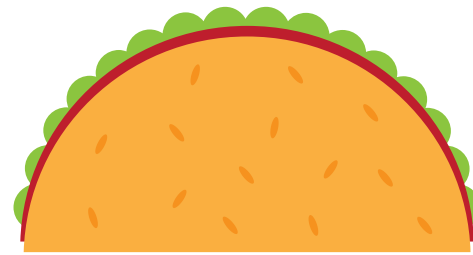
WORKFLOW

We implemented significant changes to our internal workflows and documentation to improve service.



TACO TUESDAYS

207 members registered for our nine Taco Tuesdays (+ Potlucks!) featuring 22 vendors and products.



MANAGEMENT

WiLS manages subscriptions for all 54 SCLS member libraries: new resource trials, renewals, and invoicing.





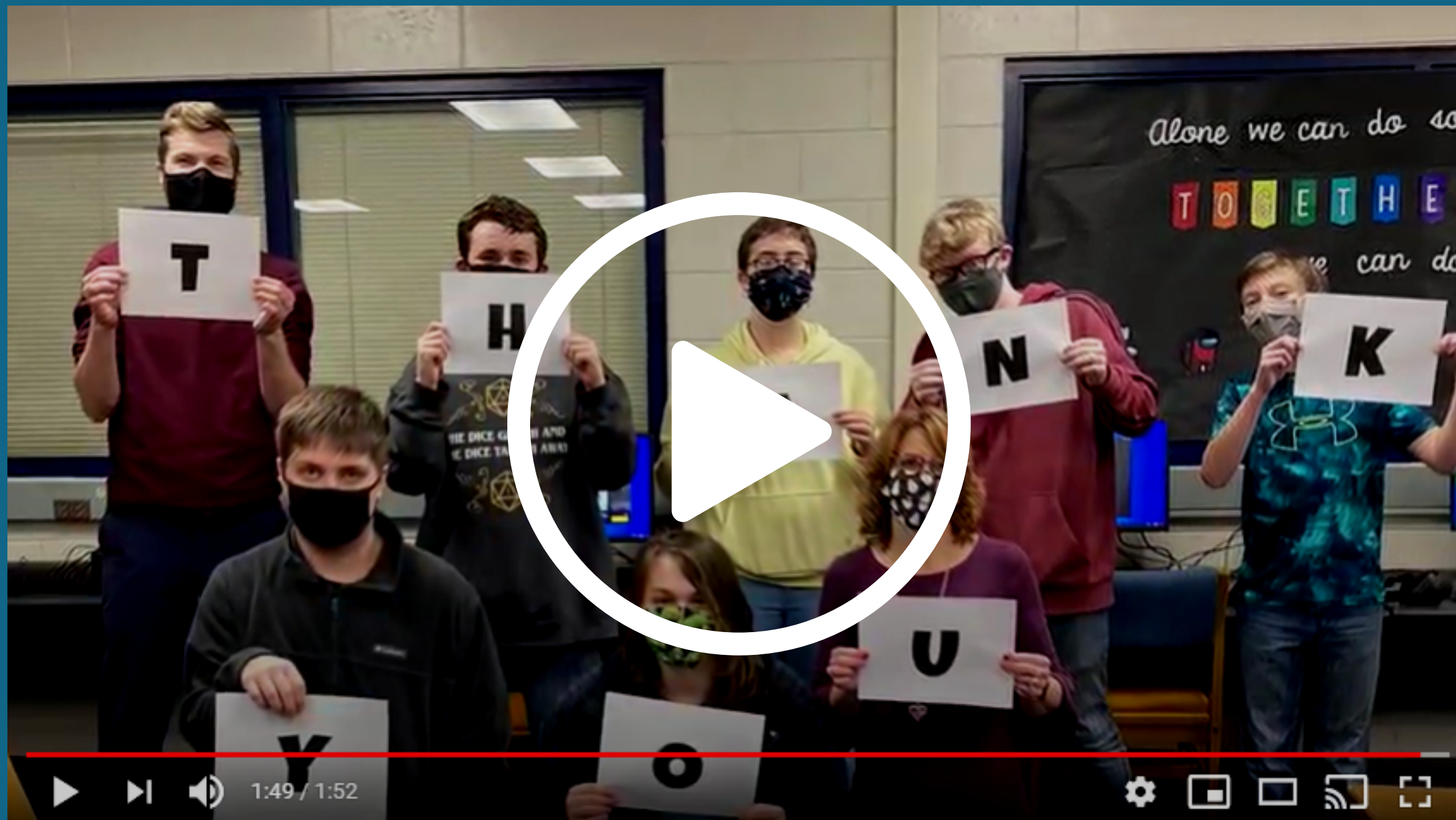
Ideas to Action

\$30,208

awarded to

7 members

for collaborative and innovative projects
that drive the field forward



TOMAHAWK SCHOOL DISTRICT'S ESPORTS PROGRAM

was created in part with WiLS Ideas to Action funds and helped students who typically may not be served by traditional extracurricular activities find a place to belong at Tomahawk schools.

Consulting Services

BY THE NUMBERS



Virtual Meeting
Participants

from



Wisconsin
Communities

and



Public Library
Systems

Consulting Services

NEW FACES



Kim Kiesewetter joined WiLS as our new data analyst and her expertise allowed us to look at how the pandemic is impacting library services. She has been building our data chops for strategic planning, understanding statewide trends, and much more.

Laura Damon-Moore has worked in both small and large libraries, and has a background in community engagement, which has helped us pivot our in-person community engagement techniques to the virtual world.



Consulting Services

UPDATES FROM 2020

DATA FOCUS

We are gathering and providing partners with quality data for informed decision-making.

COMMUNITY

We pivoted our in-person engagement and facilitation techniques to the virtual world.

EDUCATION

Presentations and trainings reached nearly 400 members of the library community.

WiLSWorld Shorts 2020

DIVERSITY, ACCESSIBILITY, DESIGN, ENGAGEMENT, AND DATA

JANUARY

The Importance +
Impact of Diverse
Children's Books

MARCH

Getting Started
with Web
Accessibility

SEPTEMBER

Redesigning
Library Spaces for
Health + Safety

OCTOBER

Group
Engagement in
Virtual Spaces

DECEMBER

Data
Visualization in
Excel 101

Wisconsin's Digital Library

WISCONSIN PUBLIC LIBRARY CONSORTIUM

COLLECTION

We added a collection of no-wait books on antiracism and social justice to the library.

USE

Nearly 7 million checkouts, up 20% over 2019, and a 30% increase in new users.

GROWTH

New committees were added to identify and implement collaborative technology projects.

Wisconsin Schools Digital Library

CONSORTIUM

COLLECTION

One of the most well-managed OverDrive collections in checkouts mirroring purchases.

USE

Nearly 650,000 ebooks + digital audiobooks were checked out in 2020, more than double the previous year.

REACH

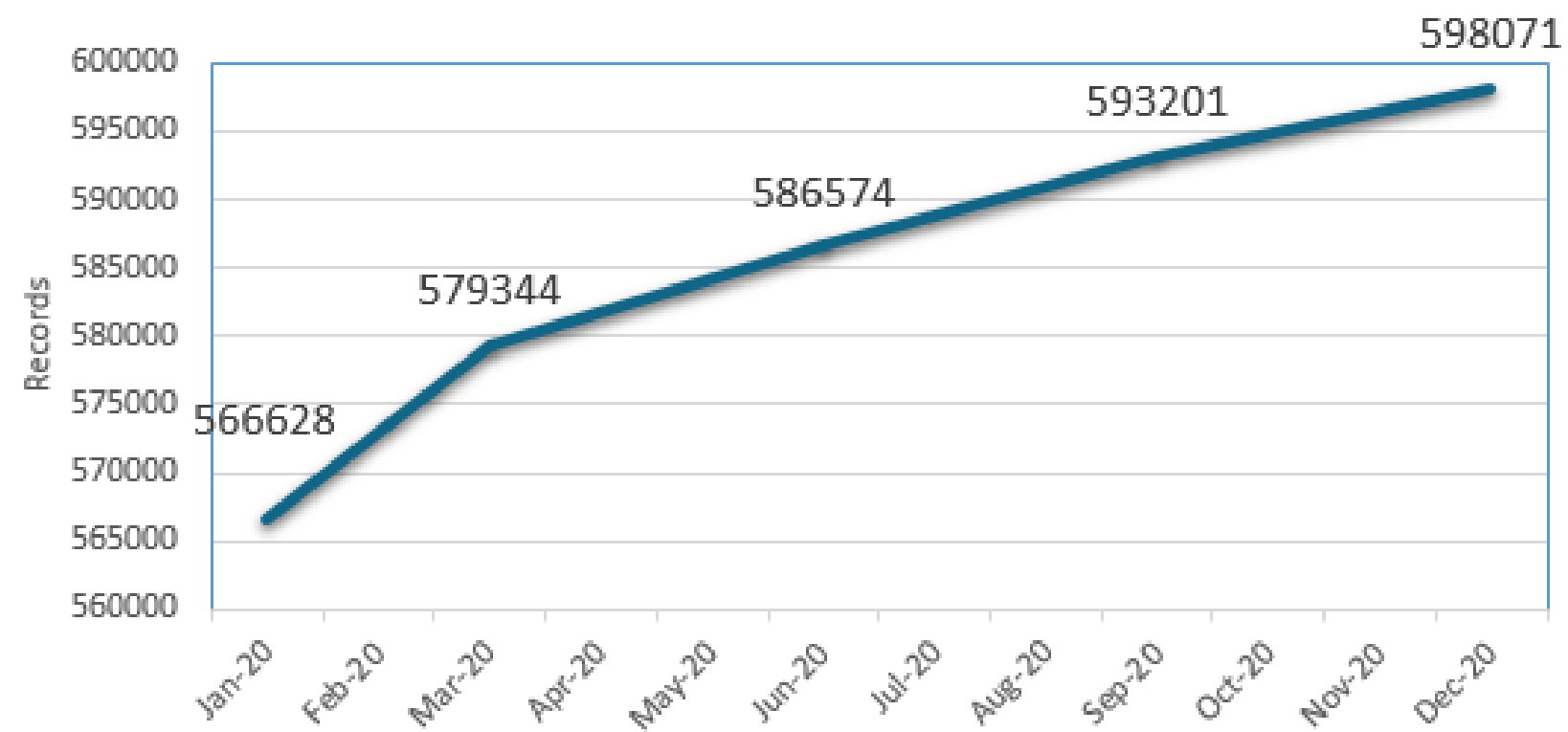
206 districts were part of WSDLC in 2020, a 78% increase over 2019, serving over 300,000 students.

recollection

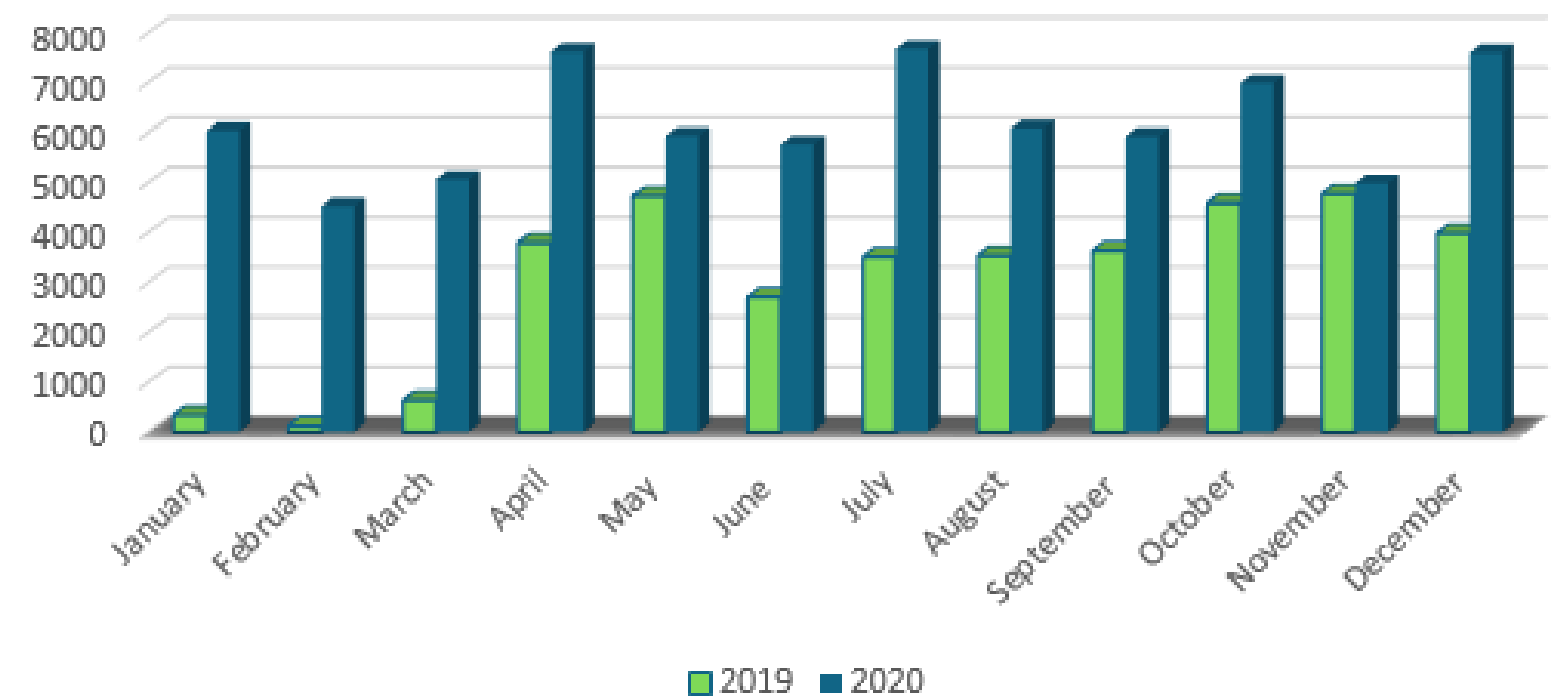


W I S C O N S I N

Records Harvested



Recollection Wisconsin Page Views





Recollection Wisconsin Projects

GAP ANALYSIS

Looked closely at the collection and our content partners to ensure all Wisconsin residents see their stories represented.

EDUCATOR OUTREACH

Created an Education Advisory Committee and partnered with PBS Wisconsin Education to provide research for Wisconsin Biographies series.

Digital Projects

UPDATES FROM 2020

Launching Listening to War

Oral history interviews with nearly 500 Wisconsin veterans and civilians, contributed by 22 libraries, archives, museums, and veterans' organizations across the state.



NATIONAL
ENDOWMENT
FOR THE
HUMANITIES

Building a Digital Readiness Community of Practice

Supporting local history organizations so they can provide online access to archives and historical records through knowledge, tools, resources, and infrastructure.



NATIONAL
ARCHIVES
NATIONAL HISTORICAL
PUBLICATIONS
& RECORDS COMMISSION

Expanding Mukurtu Midwest

Supporting the work of tribal libraries, archives, and museums to preserve and provide appropriate access to language learning materials and historic governing documents.

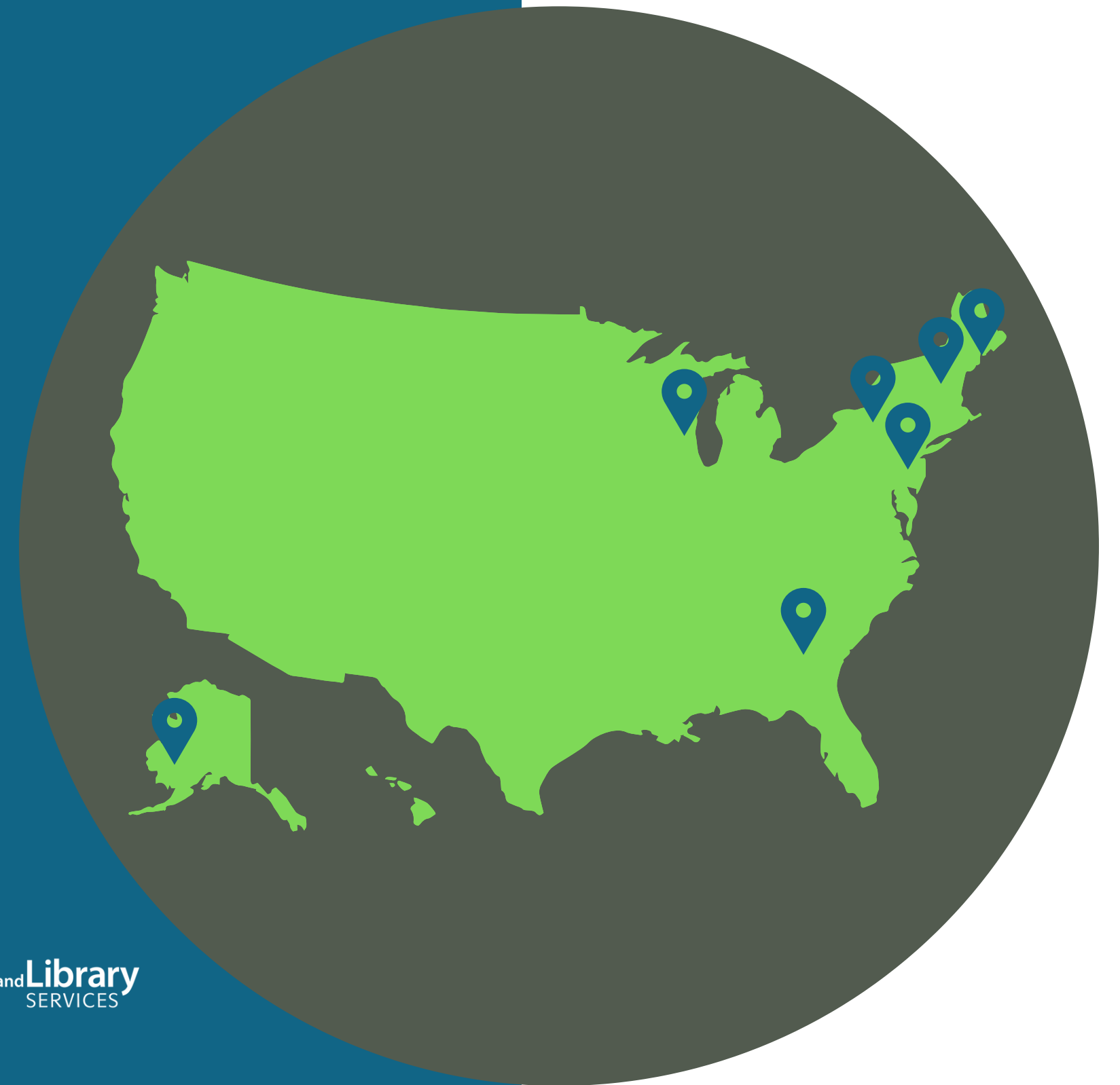


NATIONAL
ENDOWMENT
FOR THE
HUMANITIES

Community Memory Cohort

ACCELERATING PROMISING PRACTICES

For the second time, this year guided by the expertise of oral historian Ellen Brooks, WiLS is mentoring a group of small, rural, and tribal libraries across the US working on community memory projects to build capacity and engage their communities.



The Way We Work

EFFORTS THAT IMPROVE ALL WE DO

EQUITY, DIVERSITY, AND
INCLUSION - IN EVERY PROJECT

Each staff member is seeking to improve EDI in their projects with the option to dedicate pro bono time, too.

BUILDING COMMUNITY IN
VIRTUAL ENVIRONMENTS

We're researching and experimenting to find effective and authentic ways to engage groups online.

Looking ahead to 2021

STRATEGIC INITIATIVES

IMPROVE THE MEMBER EXPERIENCE

a redesigned MyWiLS portal and WiLS website and improvements to our academic cooperative purchasing business model.

SHOWCASE RESPONSIVE SERVICES

addressing real-time member need in new product and vendor scouting and service development.

HIGHLIGHT WILS' ROLE AS CONNECTOR

developing statewide collaborative projects, infrastructure for information sharing, and communities of practice.

OPERATIONALIZE OUR VALUES

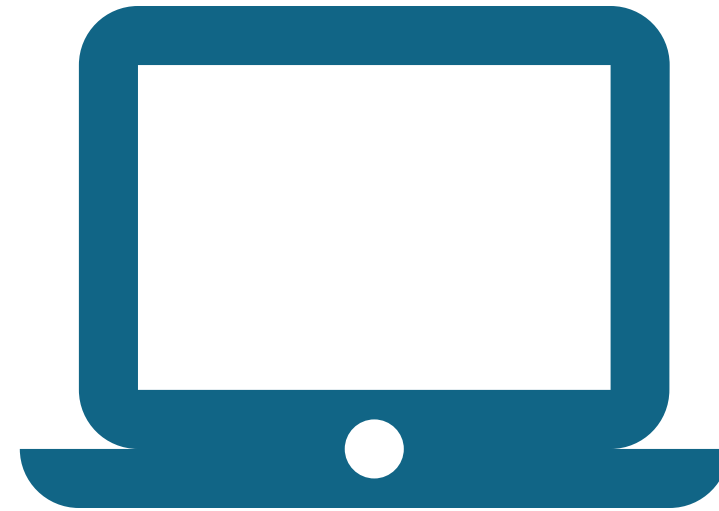
investing in our member community and identifying or creating opportunities to advance equity, diversity, and inclusion.

Connect with us



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[/wils.org](https://www.facebook.com/wils.org)



WEB

<https://wils.org>



EMAIL

information@wils.org

Thank you for reading!