



Costs proposed for new WISCAT services

by Sally Drew, Director
Interlibrary Loan and Resource Sharing Team

Contracts with the new WISCAT vendors have been signed and the Division for Libraries, Technology, and Community Learning is planning to recommend the following budget items to the LSTA Advisory Committee in November 2001, and ask the committee for comments and suggestions.

WISCAT Holdings Update: No charge

back to local libraries—Currently libraries pay \$150 annually for the Interim Client software that allows them to add, change and delete their holdings in WISCAT. In the new environment, holdings maintenance will be interactively achieved via the World Wide Web. Libraries will be issued a user ID and a password for holdings update, but no Client software will need to be purchased or installed locally. Staff will use a regular web browser to

update their holdings in WISCAT. In order to encourage maximum participation in WISCAT, we are suggesting no charge for holdings maintenance.

WISCAT Interlibrary Loan: \$250 annually per library—Currently libraries pay \$150 annually for the Interloan Client and QuILL. In the new environment, interlibrary loan through WISCAT also will be done via a web browser. No client software will need to be purchased or installed. However, we are suggesting that there be an annual fee for configuration, authentication and use of the interlibrary loan system. Libraries would be billed \$250 annually.

Extraction of Holdings from WISCAT: Retain current charge—Currently libraries pay a minimal fee (.005 cents per record plus the cost of their tape) to get their records extracted from WISCAT for local automation purposes. Our suggestion is to continue this fee for extractions.

Configuration of Z39.50 servers: \$1,000 per server—Set up for participation in linking automated systems is new functionality for Wisconsin. We are suggesting that libraries or library systems be charged \$1,000 per server for initial setup and participation in this part of the statewide resource sharing system. This setup is not needed for regular participation and use of the WISCAT union catalog, but rather only for the broadcast Z39.50 searching of many other hosts in addition to WISCAT. We are suggesting that after the first year of participation, there be an annual maintenance cost of \$400 per year for Z39.50 servers.

These are all tentative charges at this time. The full WISCAT budget must still be reviewed by the LSTA Advisory Committee, but libraries may use these figures for budgeting purposes. ■

Libraries central to educated citizenry

by Elizabeth Burmaster
State Superintendent

"A library," wrote Samuel Niger, "is a palace where the lofty spirits of all nations and generations meet."

Wisconsin's 386 public libraries blanket the state with free access not only to books, magazines, and newspapers but also to music, works of art, and the information super highway.

Why is this important?

Because democracy requires an educated citizenry. Libraries offer the depth and breadth of information that allow us to research critical issues and make informed decisions that add value to our lives and our communities.

Second, libraries serve as postgraduate (high school *and* college) institutions of learning. In an age in which adults change occupations seven or more times, libraries offer resources that help their "customers" seek as well as keep jobs.

"For people of all ages, lifelong learning is the key to longer, healthier, more satisfying and productive lives," proclaims the American Library Association in its action paper on Education and Continuous Learning.

Finally, libraries contribute immeasurably to elevating our culture by giving everyone access to writings that challenge their understanding and beliefs, to music and art with which they are unfamiliar, and to technologies they may not be able to afford.

In the Information Age, libraries will be the great equalizer that provides access to information and improves the quality of life for all our citizens.

It is critical that we—all of us—demand accountability from our elected officials to support our libraries. I urge you to join me in that effort. ■



Elizabeth Burmaster

Governor's budget vetoes impact libraries

by Cal Potter, Administrator
Division for Libraries, Technology, and Community Learning

On Aug. 30 Gov. Scott McCallum issued his budget line-item veto report. Included in his 315 line item vetoes, which cut \$62 million in GPR from the budget as passed by the Legislature, were two which impacted on library services. Cut were the modest increase in library system aid in the second year of the biennium, and the cost-to-continue increase for the four library service contracts.



Cal Potter

For our state's 17 library systems, it means absolutely no increase in their state aid for the next two years. The final version of the Budget Bill had a \$250,000 increase for 2002-03. With the veto, state library system support will drop from the present 10 percent level to 9 percent at the end of the 2001-03 biennium. Systems over the next two years will be making some difficult service cutback decisions as a result of a lack of additional state aid.

The final legislative version of the State Budget contained an additional \$222,600 to cover the cost-to-continue for the four library service contracts. The Governor's veto returned the appropriation back to last year's base of \$1,047,300. The four contracts are with

- Milwaukee Public Library for interlibrary loan access to its collection;
- Wisconsin Library Services (WiLS);
- Wisconsin Regional Library for the Blind and Physically Handicapped; and
- Cooperative Children's Book Center (CCBC).

DLTCL has notified the four groups of the flat funding available over the next two years. No increase over that interval will pose a problem in the ability of these providers to deliver the services previously offered.

Other library appropriations in the Budget fared better, mostly because of their funding sources. BadgerLink and Newline for the Blind increases were funded, as their base appropriation is from the Universal Service Fund not GPR. The upgrade in the automated system at the Regional Library for the Blind and Physically Handicapped was funded through resources available by the dissolution of the Wisconsin Advanced Technology Fund (WATF).

Language items such as library systems being eligible for Trust Fund Loans and TEACH related provisions such as branch library eligibility, the sharing of T-1 lines, and the funding of the REACH initiative for the direct connection to the Internet for libraries with dial-up service also were signed into law.

As of this writing, the list of items for a possible veto override attempt is being discussed amongst legislators. With a split party situation between the Senate and Assembly, and the margins thereof, veto overrides are difficult to achieve, as a two-thirds vote margin in both houses is needed to be successful. ■■

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Channel

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We Can! program A success in Winding Rivers Library System

by David Polodna, Director
Winding Rivers Library System

In 1996, Winding Rivers Library System completed a study that led to the end of bookmobile in the region. The end of our last direct service to the public caused us to review our purpose and establish a new focus. The system board formally approved a mission that directed our energies and resources exclusively toward the development of public libraries. As we reviewed the situations of those libraries, the most pressing needs seemed to be for more in-depth educational opportunities and more practical, direct assistance to library trustees and directors.

Out of these conclusions grew a program of service which we call WeCan! Standing for WRLS Educational Consulting and Networking, the WeCan! Program is comprised of three projects that collectively offer a strategy to improve every aspect of library operations at the local level. The projects are available to every public library member upon request and are offered on an ongoing basis.

Project one, "Fundamentals of Leadership for Library Trustees," consists of workshops for trustees that currently are presented twice a year (in the spring and the fall) in different geographic areas. The motivation for developing this training was a realization that at many of our continuing education workshops (attended predominantly by library directors) we proposed actions and enterprises that were more fitting topics for trustees. It was clear, though, that many trustees had limited understanding of what was expected of them and what authority they had in their positions as trustees. If the system wanted libraries to move ahead, it would need to inform trustees of the challenges and opportunities intrinsic to library development. We decided that the best mechanism for achieving this task was to develop training that we could take to the trustees. In 1996, when this training was introduced, WRLS offered four sessions in four different locations. Each session was four hours long and presented on a Saturday morning. In 1997, a new course was created providing advanced training; both sessions became three hours long that year and the basic trustee course was a prerequisite to taking the advanced training. Every year since, the project has changed, with updated information, sharpened focus, and adjustments to structure to accommodate new issues. The format returned to a single workshop lasting four hours in 1999 and is now offered on a weekday evening and a Saturday morning.

Project two, "Professional Assistance to Strengthen Library Boards and Empower New Library Directors," grew out of two situations that our communities faced: 1) when a new director was hired, that person usually came to the position with little or no formal training and found a situation where there was no one to help learn the routines, and 2) many of the directors for these

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BadgerLink Update

by James Leaver
BadgerLink Coordinator

Those who followed the recent state budget deliberations are likely aware that funding for BadgerLink was once again the subject of some discussion. This year, the point of contention was how to fund the increase in costs for the service over the next biennium.

Senate Bill 55 originally included a provision to assess public school districts for the cost increase, while DPI and supporters of the service statewide advocated continued, full funding of BadgerLink from the Universal Service Fund. Over the past several months, DPI has received numerous inquiries as to the status of BadgerLink funding and we are pleased to report that on Aug. 30 Gov. Scott McCallum signed the budget bill into law, supporting full state funding of the current level of service.

While DPI was unsuccessful in securing additional funding for expansion of the resources available through BadgerLink, frequent visitors to the site should be aware that our full-text magazine and newspaper database vendors—EBSCO and ProQuest, respectively—are continually adding content and features to their sites to facilitate easier access to an ever-expanding volume of information. The most notable development in terms of new content is that ProQuest recently extended our existing contract to include the entire Newsstand product, resulting in a tenfold increase in the number of regional, national, and international newspaper titles available to all Wisconsin residents. Among the international titles available are *El Norte* and *Reforma*, two Mexican newspapers published in Spanish. More information on available titles can be found on the ProQuest site at <http://tls.il.proquest.com/cgi-bin/TitleGet>.

ProQuest users also will notice significant changes in the appearance and function of the user interface, the result of a recent site upgrade. The new interface is compliant with the Americans with Disabilities Act and includes a search guide that provides simple tips for enhancing searches and narrowing result sets. Search methods have been organized under a single graphic at the top of the page while another graphic provides a link to a database selection screen, allowing the user to limit a search to a particular database such as the Wisconsin Newsstand. When a search is performed, a “Save Link” button now appears with the search results list and, by clicking this, a user can quickly save

the list for quick reference later in the session. Users with administrative authority can use the Site Builder feature to create a page of “durable links” that will persist

for 30 days, allowing users to create online reading lists to supplement classroom activities or assist with research.

EBSCO continues to add new titles to its full-text magazine and journal databases, and also is expanding its backfile for numerous titles on an ongoing basis. Additionally, the EBSCO Image Collection, an oft-overlooked resource available via the MasterFILE Premier database, gradually is being expanded to include images from full-text articles in addition to those obtained from various image archives. Those who are not familiar with the Image Collection are encouraged to experiment with searching this database. In particular, the flags and maps categories have been identified by many teachers as a great way to enhance

instruction relating to geography or history. Look for the link to this collection in the top toolbar on the MasterFILE database search screen.

While there has been little cosmetic change in the EBSCO site, new features may not be readily apparent to the casual visitor. Most notably, the

expert search screen now provides the user an option to register a user ID and password with EBSCO in order to save his or her search history. This lets the user save multiple result sets that can then be accessed at a later date with a simple log-in. Additionally, the new Source Type Searching option, which can be activated by an account administrator, lets the user quickly select the type of content to search (magazines, essays, pamphlets, etc.).

Considering all of these developments, and with the school year in full swing, now is a good time to consider training opportunities. Upcoming workshops are posted on the BadgerLink website at www.badgerlink.net/training.html. Organizations interested in hosting such a session for staff or the public at large can send a request, with a brief description of their training needs, to james.leaver@dpi.state.wi.us. Beginning, advanced, and administrative sessions may be arranged with staff from EBSCO or ProQuest, or a more general session may be scheduled with one of our staff.

The start of a new fiscal year also seems an appropriate time to thank everyone for supporting BadgerLink over the last four years. Your interest and energy resulted in over 30 million searches in the last biennium, a clear indication of the popularity of this service. Thanks too to our legislators and governor for recognizing the importance to our schools and libraries of equal access to high-quality information online. ■



Focuses on accessing electronic documents

R&LL no longer serves as document depository library

by Sally Drew, Director
Interlibrary Loan and Resource Sharing Team

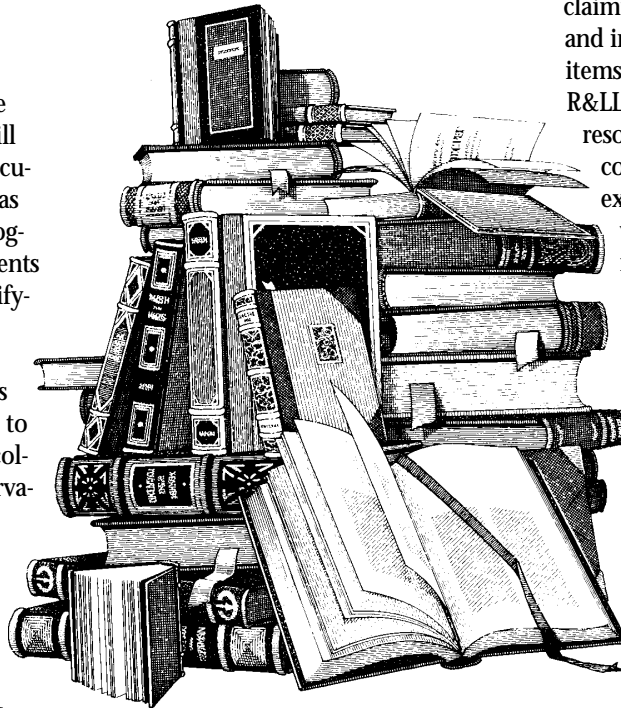
In conjunction with budget cuts mandated for the upcoming biennium, the Reference and Loan Library (R&LL) will no longer serve as a complete state document depository library. The library has begun selectively collecting and cataloging paper copies of some state documents and focusing more attention on identifying and providing access to electronic documents.

The rationale behind this decision is that the library's goal always has been to serve statewide clientele by filling in collection gaps rather than being a preservation resource. The library is currently striving to put less energy into technical service functions and place more emphasis on public services. R&LL staff are using documents and periodicals less as reference resources and relying more on electronic documents and personal contacts.

The Wisconsin Historical Society Library and the Legislative Reference Bureau Library will continue to receive and preserve paper copies of all items distributed through the Wisconsin Document Depository Program (WDDP).

As a result of the changes, the R&LL's staff may have more of an impact on statewide service by making electronic documents accessible to the public than by collecting a third copy of depository items. R&LL staff has been working for three years with Department of Administration (DOA) staff to assign and to train state agency staff to add metatags to electronic documents. DOA has agreed to fund a half-time position to work on the metatagging project and a half time position to provide reference assistance to citizens searching for information using the state government portal.

Having reviewed R&LL's status as a depository library, Drew reiterated that staff would continue to collect and distribute documents to depository libraries and administer the WDDP. More staff time will be spent improving the accession and



claiming of documents for the WDDP and in checking state agency websites for items that have not been distributed. The R&LL also will continue to be an archival resource for DPI publications and will collect selected state documents. The existing collection of state documents will be kept, although some weeding may be done over time.

More effort also will be put into improving the website for the WDDP, including:

- putting shipping lists up in a timely manner;
- improving the list of depository libraries by adding telephone numbers; and
- revising the WDDP manuals for state agencies and depository libraries and putting them on the website. ■■

2001 ALA Conference cassettes available from R&LL

Audiocassettes of the programs recorded at the American Library Association's 120th annual conference now are available for loan from the Reference and Loan Library (R&LL). The conference was held June 14-20 in San Francisco, and this year 54 of the sessions were selected for recording.

A list of the titles of the 2001 conference tapes, as well as lists of titles for the previous three years, is on R&LL's website at www.dpi.state.wi.us/dpi/dlctl/rll/indav.html. Descriptions of the programs can be found in the special conference preview section of the March 2001 issue of *AMERICAN LIBRARIES* or on the ALA website at <http://planner.ala.org>.

The conference program recordings contain information on many topics useful for professional development and enrichment. Topics this year include ebooks, filtering, managing electronic resources, digital rights management systems, distance learning, audiobooks, paperback binding, evaluating reference collections, partnering, leadership, deferred giving, and much more. The tapes may be helpful to librarians, library media specialists, staff, trustees, and others who could not attend the ALA conference, or who could not go to all of the meetings of interest.

The audiocassettes may be borrowed from Reference and Loan through regular interlibrary loan channels. For more information contact Willeen Tretheway at (608) 224-6171 or (888) 542-5543, #5 (willeen.tretheway@dpi.state.wi.us). ■■

Audiovisual Wisconsin 2001

by Willeen Tretheway, Audiovisual Services Librarian
Reference and Loan Library

Audiovisual Wisconsin is an annual column that identifies and describes videos and other media materials that are about Wisconsin. It is intended as an aid for librarians and educators. This year, 18 VHS videocassettes are cited which document or celebrate some of the people, work, places, events, or social, political or cultural conditions in our state's past or present day. Topics include history, parks, crafts, gardening,

Wisconsin Indian tribes, the American Birkebeiner, a cemetery, Door County, the Badger Army Ammunition Plant, and more.

A brief, nonevaluative description is provided for each title. All of these materials are available for free loan from the Wisconsin Reference and Loan Library (R&LL). Call numbers and booking system numbers are included in the descriptions as identifiers for the convenience of borrowers. The addresses of producers or distributors are provided for those wishing to inquire about purchase information.

Libraries and media centers of all types, organizations, teachers at kindergarten through 12th-grade schools, faculty and staff at academic institutions, and state agency employees may call or send requests for videocassettes directly to the Reference and Loan Library, or they may send them through regular interlibrary loan channels. Borrowers may schedule videocassettes for specific use dates if desired. The telephone number for direct requests and questions is (888) 542-5543 or (608) 224-6169; the fax number is (608) 224-6178; the email address is rlill@dpi.state.wi.us. Other users, including individual borrowers, should request materials on interlibrary loan through their public library.

The Programs

"Forged Elegance: The Lifework of Master Blacksmith Cyril Colnik" (1998; 29 minutes)—Cyril Colnik was born in Austria in 1871, immigrated to America, and died in 1958 in his adopted city of Milwaukee. Colnik was recognized at the 1893 Chicago

World's Fair for his ability and craftsmanship as an artist-blacksmith. He became a legend for his work and skill in wrought iron, and his decorative works adorn and add elegance to Milwaukee. This documentary, which was made during Wisconsin's sesquicentennial celebration, tells the story of Colnik's life and celebrates his work and its place in Milwaukee's history and as a part of the city's beauty today. A 10-minute trailer at the end of the program entitled "Forged Elegance by Cyril Colnik" shows pieces of his ironwork. (VHS/V-7164 (025615)) (Bandana Productions, 909 East Glendale Ave., Shorewood, WI 53211; 414-964-3429)

Another documentary from Bandana Productions is "Wagon Master: The Story of Chappie Fox & The Great Circus Parade" (1999; 57 minutes).

It is the story of Charles Philip "Chappie" Fox, who as a boy loved the circus and later in life helped to preserve and celebrate the legacy of circuses. He was a photographer, author, director of the Circus World Museum in Baraboo, and publicist for Ringling Brothers Circus. He was co-founder of Milwaukee's Great Circus Parade, now the largest annual historic recreation in the United States. Chappie Fox found and restored a large and valuable collection of circus wagons,

and in so doing ensured the preservation of this folk art. (VHS/V-7163 (025614))

"The Birkebeiner Tale: The Spirit to Endure" (2000; 30 minutes, closed-captioned) documents the history of the Birkebeiner and explains the Norwegian legend behind the race. It tells the story, set in 13th century Norway, of why and how two warriors skied a young prince to safety. It also describes and explains the symbolism of the emblem of the American Birkebeiner. The program features the 1999 American Birkebeiner in the Hayward/Cable area in northwestern Wisconsin, highlighting some of what is involved in this cross-country skiing competition, and also shows scenes from the 1999 Norwegian Birkebeiner, called the Birkebeinerrennet. Narration is by Karl Andresen, a founding racer of the American Birkebeiner. (VHS V-7238 (025698)) (Wisconsin Public Television/Zip 100 Productions, available from: Zip100 Productions Inc., P.O. Box 212, Stone Lake, WI 54876; 715-865-6017)

"Ho Chunk Stories" (1997; 30 minutes) is a special, limited edition compilation of short documentary programs about the Ho Chunk Nation, formerly known as the Winnebago Indians, in Wisconsin. The stories appeared as segments on Wisconsin

Continued on next page



Public Television programs written and produced by Dave Erickson of Ootek Productions. The first segment covers the pre-historic agricultural garden mound builders found in the Wisconsin Dells area. The other segments cover the effigy mounds found along the Lower Wisconsin River area, the rock art pictographs found in the Muscoda area, and the failed dam project and the efforts to preserve land along the Kickapoo River. Interviews with Ho Chunk Indians in the area today show that they are striving to preserve knowledge of their traditions, educate others about their culture, and regain some of the lands that hold significant spiritual and cultural value for their tribe. The segment titles are: "Ancient clues from the farmers in the Dells;" "Ghost Eagle nest"; "Gottschall rockshelter"; "Kickapoo Reserve." (VHS V-7242 (025702)) (Ootek Productions, S12229 Round River Trail, Spring Green, WI 53588; 608-544-5662; www.springgreencafe.com/Ootek/Ootekentrance.html)

"Powder to the People" (2000; 60 minutes; closed captioned) describes the social change in rural Sauk County, Wisconsin, when the United States government displaced over 60 farm families and built the world's largest ammunition plant there in 1942. The Badger Army Ammunition Plant (formerly Badger Ordnance Works) is now closed, and this program recounts its history, its impact on the local economy and culture, and the role it played in the outcome of World War II, the Korean War, and the Vietnam Conflict. It features stories of individuals who went to work at the plant, and includes comments on possible uses for the decommissioned plant. Actor and area native Tom Wopat narrates the program. (VHS V-7237 (025697)) (Wisconsin Public Television/Sauk County Historical Society/Badger History Group; available from: Badger History Group, S8440 Hemlock Rd., North Freedom, WI 53951; www.shopstop.net/users/schs)

The addition of two new titles to the "Native American Educational Series" from DeltaVision Entertainment, a subsidiary of Discover Wisconsin Productions, brings the series to 10 programs (see *Channel*, Sept.-Oct. 2000, page 14, or R&LL's mediagraphy entitled "Native Americans" on the Web at www.dpi.state.wi.us/dltcl/rll/pdf/nativeamericansav.pdf for a description of programs one through eight).

"We Are the People of Lac du Flambeau" (2001; 25 minutes) describes the resurgence of a traditional cultural spirit on Wisconsin's reservation of the Lac du Flambeau Band of Lake Superior Ojibway. This follows a deterioration of conditions caused by forced attempts to assimilate Indians into American culture and confusing and discriminatory policies toward them. The video includes encouragement of non-Indians to visit the reservation. (VHS V-7228 (025688))

"Ojibway Tales and Trails of the Moose" (2001; 30 minutes) tells what the moose means to the Ojibway both as a symbol and as sustenance in their way of life. The program describes the Ojibway as the longest inhabitants of Grand Portage, MN, and explains the importance of Grand Portage as a significant route connecting Lake Superior and other waterways through which European explorers arrived and developed their fur trade. (VHS V-7227 (025687)) (Discover Wisconsin Productions, P.O. Box 460, St. Germain, WI 54558; 715-542-3975; www.diswis.com)

One of Wisconsin's prime vacation spots and one of the state's most notable cemeteries are featured in two recent programs from Milwaukee Public Television (Milwaukee Public Television, 1036 N. Eighth St., Milwaukee, WI 53233; 414-271-1036 or 800-811-2216).

"Door County USA" (2000; 55 minutes) was originally broadcast as a special segment of the television program *Outdoor Wisconsin*, hosted by Dan Small. Door County is described as a destination for outdoor recreation, and the program includes visits to parks, wilderness and water areas, and other places in order to show its beauty and the recreational opportunities it offers. Activities are biking, hiking, sailing, fishing, horseback riding, kayaking, and more. The county's maritime history is explained, and visits to the Door County Maritime Museum and to a yacht builder are included. (VHS V-7239 (025699))

"Forest Home Cemetery, Milwaukee, Wisconsin" (2000; 55 minutes) presents a tour and describes the history and operation of Milwaukee's Forest Home Cemetery. The cemetery is described as a "library of history" filled with stories of lives lived, as stories are told of many prominent people from Milwaukee and Wisconsin who are buried there. The burial sites of some of the early settlers and founders of Milwaukee and notables in business and industry and all walks of life are visited, and open spaces in the cemetery that functioned as parks in earlier days are shown. Forest Home is considered a traditional cemetery with all types of burials, examples of memorialization are highlighted, and the impact of remembrances and the forms of art found in cemeteries are discussed. (VHS V-7240 (025700))

The following 10 programs were produced by Wisconsin Public Television (Wisconsin Public Television Program Marketing, 821 University Avenue, Madison, WI 53706; (608) 263-4575; www.wpt.org).

"The Best of Wisconsin Stories" (2001; 140 minutes; closed captioned) is a compilation of segments from the new state history television series *Wisconsin Stories*, produced by Wisconsin Public Television and the Wisconsin Historical Society (WHS), and broadcast in 2001. The series, composed of 10 30-minute programs, was a collaborative project that made use of the Historical Society's immense archival holdings. The individual series programs are not available for purchase, but this video contains parts from each of them. The segments vary from about two minutes to about eight minutes in length, and provide information and nostalgic entertainment as they highlight events, people, activities, and industrial and social changes in Wisconsin's history. Personal stories of individual people and places were used to illustrate this celebration of Wisconsin's past. The companion website for the television series may be found at www.wisconsinstories.org. Program contents: "Corn Husking" and "The Great Race" from "Making History"; "Coming Home" from "The H.H. Bennett Studio"; "Building Ships," "Twin Ports," and "Lucerne Shipwreck" from "Ports of Call"; "Soldiering," "Dr. Chapman," and "Harvey Hospital" from "The Civil War at Home"; "Vinnie Ream" from "We're Rockin'"; "Angel on Snowshoes," "Hurley Remembers," and "The Babe Ruth

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Books2Go brings the library to day-care providers

by Kelly Highbanks, Children's Services Coordinator
Milwaukee Public Library

Each day at Milwaukee Public Libraries, the scene is repeated. Adult patrons smile as a group of young children enter the library accompanied by caregivers. Children are paired up, holding hands and walking in line. One of the caregivers is wearing a bright red backpack with a lively yellow book on it and the words, Books2Go. Librarians smile, too. The library is part of another daycare.

Books2Go, an LSTA funded program, is an exciting new initiative offered by the Milwaukee Public Library to reach children ages 3 through 5. Planning for the Books2Go program began in 1999 when Milwaukee Public Library children's librarians discussed reasons why attendance at programs for preschool-age children was dwindling.

The changing family structure seemed to explain why the library was experiencing a decrease in use by young families.

Many children are living in single-parent families. In addition, welfare-to-work has increased not only the number of working parents but also the number of daycares and children in daycare. Milwaukee Public librarians decided to partner with the growing number of childcare providers to give children the gift of reading.

An important first step of the Books2Go plan was the formation of an advisory board that provides guidance and support. Members include representatives from Milwaukee Public Schools, Bruce Guadalupe Community School, Wisconsin Early Childhood Association, Hmong Educational Advancements Inc., Head Start, and early childhood educational consultants, childcare educators, and daycare regulators.

To attract childcare providers to the library, a marketing campaign was developed. Daycares are invited to "Add the Library to Your Daycare." The marketing campaign included the creation of a Books2Go logo that is used on all advertising, flyers, and program materials. Postcards were mailed to daycares at the same time the message appeared on ads on Milwaukee County buses and a special Books2Go library card was created. Participants receive a brochure with reading tips, a free Books2Go backpack, a window cling for the center, and "I'm a Books2Go Kid" stickers for the children.

An Outreach Coordinator was added to make the vital first contact with childcare centers, visiting the center and inviting the group to the library. Prior to the visit, the coordinator collects all the necessary information so the center may receive a

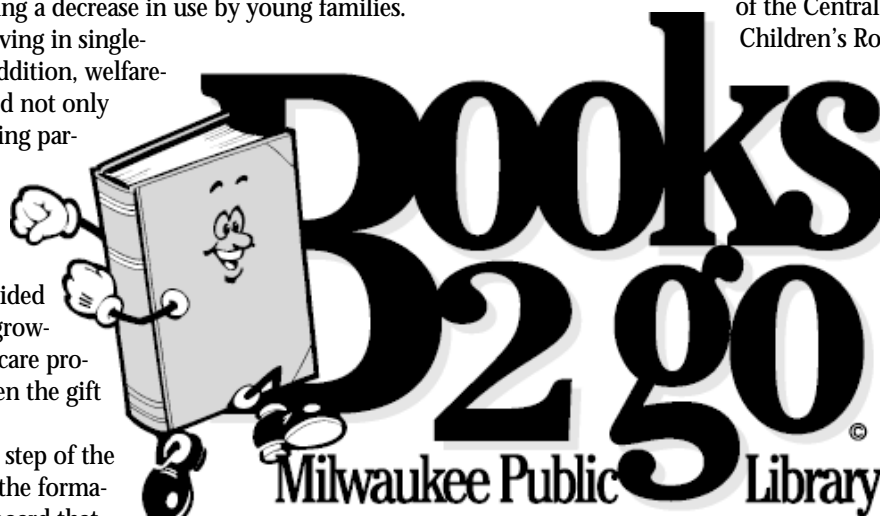
Books2Go library card, collects age appropriate library books, and checks them out on the agency's new Books2Go library card. At the site visit, the coordinator explains the program and services the library offers, gets the necessary signatures for the Books2Go library card, distributes the free backpack filled with library books checked out to the center, and helps them schedule their first story time at their neighborhood library. In addition to the contact with the centers, the coordinator maintains the Books2Go database, which tracks the 2,244 childcares in the city of Milwaukee, and plans for "Super Saturday" presentations.

Through a partnership with the Wisconsin Early Childhood Association (WECA), childcare providers can receive continuing education credits at "Super Saturdays," a monthly all day training session at the Central Library. Each "Super Saturday" starts with an introduction to the Books2Go program and a presentation by library staff of related services the library offers. A tour

of the Central Library Betty Brinn

Children's Room also is included at each

"Super Saturday." A total of 393 childcare providers have attended the six "Super Saturday" events held through June 2001. City of Milwaukee providers can register for the Books2Go program at "Super Saturdays" and as of June 2001, 136 library cards have been issued at the training.



When a Books2Go group arrives for their first story

time at the library, the center receives a free teacher resource book—"I'm a Little Teapot," by Jane Cobb, or "Recursos Creativos: Para la Clase de Primera Infancia," by Judy Herr available for Spanish-speaking teachers. In addition, Books2Go members can call the Books2Go hotline at (414) 286-BOOK, and listen to the weekly book tips and reading suggestions to use in the classroom. They also can visit the Books2Go website at www.mpl.org/FILES/KIDS/Books2Go.htm, which has an on-line request for books, useful website links, weekly book tips, a book list for children 5 years old and younger, parent and teacher resources, and recommendations for popular preschool themes. All Books2Go members are mailed a quarterly newsletter, "Books2Go News," containing relevant articles such as information on child brain development, web resources for childcare providers, fingerplay and book suggestions, as well as upcoming events at the library.

At the close of June 2001, a total of 2,295 children and 716 adult Books2Go participants have been served through pre-

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September-October 2001

AV Wisconsin—from page 7

of Curling” from “Coping with Cold”; “Frozen Asset,” “Flying on Ice,” and “Breaking the Ice” from “Frozen Asset”; “Sandy Lake” and “Red Cliff” from “Native Journeys”; “Really Big,” “More Really Big Stuff,” “Remembering Allis Chalmers,” and “Collecting Really Big Stuff” from “Really Big Stuff”; and “RFD” and “The Limburger Cheese Duel” from “In the Mail.” (VHS V-7247 (025707))

“Even More Wisconsin Quilts” (2001; 70 minutes; closed-captioned) is the fourth program in a series showcasing Wisconsin quilts and quiltmakers. As in the others, this program shows and describes an array of quilts made by Wisconsin quilters and tells the story behind each one. Interspersed with a photographic parade of the quilts is a series of segments in which sewing expert and host Nancy Zieman and well-known guest quilters show tips and techniques to assist in quilting projects. (VHS V-7233 (025693)) The other programs in the series are Quilts of Wisconsin (1996) (VHS V-6365 (024791)); More Quilts of Wisconsin (1997) (VHS V-6611 (025035)); and Wisconsin Quilts 3 (1999) (VHS V-7012 (025445)).

“Ojibwe Music” (2000; 30 minutes; closed captioned) features Eddie Benton-Banai, elder of the Lac Courte Oreilles Band of Lake Superior Chippewa, who describes the cultural and spiritual significance of music to the Ojibwe people. The role of instruments such as the drum, flute, and shaker in Ojibwe life is described, and tribal members perform traditional songs and music. (VHS V-7232 (025692))

“State Parks, State Treasures” (2001; 60 minutes, closed captioned) is a documentary celebrating Wisconsin’s state parks and showing how they enhance the quality of life and contribute to what makes the state special. Wisconsin’s first state park was created in 1900 by the State Legislature, and today there are 42 state parks in all parts of the state, offering a variety of physical features and recreational opportunities. The program provides a grand tour showing the beauty of the parks in all seasons, and describing their role in preserving parts of the state’s wilderness. It also explains some of the history contained in the parks and behind the development of the park system, and includes interviews with park visitors and workers. (VHS V-7234 (025694))

“What Welfare Reform Did for Me” (1999; 59 minutes; closed captioned) describes the early results of Wisconsin Works (W-2), Wisconsin’s welfare reform program that moves participants from welfare to work and replaces welfare checks with work requirements. It was the beginning of Gov. Tommy Thompson’s radical social experiment that became a national model for welfare reform. The documentary looks at how success should be measured and examines how people enrolled in the program are faring. Some participants in the program share stories of how they got into the welfare system and how they are doing now. (VHS/V-7214 (025670))

“Wisconsin: Prisons & Politics” (1999; 60 minutes; closed-captioned) is a documentary on Wisconsin’s corrections system. The state’s prison population is described as one of the fastest grow-

ing in the nation with about 300 new inmates entering the system each month. The program looks at the overcrowded conditions and the need for new prisons, and examines some of the reasons why the number of prisoners is growing, including changing legislative, administrative, and sentencing policy decisions, the war on drugs, a reduction in probation, and truth-in-sentencing requirements. (VHS/V-7211 (025667))

Four new programs in The Wisconsin Gardener Series are available. The series, which has continued since its premiere on Wisconsin Public Television in 1992, is hosted by master gardener and gardening enthusiast Shelley Ryan, and features guest experts, other gardeners, and craftspeople from Wisconsin. Each program is 30 minutes long and is closed captioned.

“Organic Gardening” (2000) offers advice on how to do organic gardening safely and successfully, and shows methods for controlling pests, growing apples in Wisconsin, and the need to wash organic vegetables. (VHS V-7221 (025681)).

“Gourds, Ponds & Herbs, Wheelchair Gardening, Too” (2000) shows a variety of garden projects including how to grow gourds and some things to do with them, and how to turn sage leaves into an appetizer. It also includes a visit to a backyard water garden and a garden designed for people in wheelchairs. (VHS V-7222 (025682)).

“More Landscaping for Birds” (2000) gives information and advice on how to make a yard attractive to birds and wildlife, and describes trees and shrubs that provide good fall fruit and color. (VHS V-7235 (025695)).

“Personal Spaces, Public Places” (2001) shows visits to some outstanding and inspiring public and private gardens in Wisconsin where garden hosts and owners describe some of their special plants and garden features. (VHS V-7236 (025696)). ■

Books2Go—from page 8

school story times at Milwaukee Public Libraries. Approximately 10 percent of all the childcare centers in Milwaukee are already members of the Books2Go program and have checked out a total of 4,594 library books and come to 172 story times at the Milwaukee Public Library.

An effort now is underway to reach English as a Second Language childcare providers, specifically the Spanish and Hmong speaking. Advisory board members active in these communities are assisting the library in ways to welcome non-traditional library users. Printed materials and the Books2Go hotline are available in Spanish as well as English. Language interpreters are contracted to translate site visits with the outreach coordinator as well. Because the Hmong community relies more heavily on broadcast media than print, information about the program is sent to a radio station which translates for the Hmong audience.

While the idea of offering story times and getting books into preschoolers hands is not a new one for the library, focusing on the childcare audience is. The Milwaukee Public Library has seen positive results in just a short period and will continue to develop this program to reach even more children. ■

Automated systems and Internet access in Wisconsin public libraries

by Robert Bocher, Consultant
Public Library Development

The Wisconsin Division for Libraries, Technology, and Community Learning (DLTC) annually collects statistics from the state's public libraries, among which are several related to the status of automated systems and Internet access. Unless noted otherwise, the statistics in this article are a summary of the state of automated systems and Internet access in the state's public libraries as of July 2001. There are time gaps in some charts because surveys were not done in all years and the collected survey data differed in some years. Some percentages do not add to 100 because of rounding. The graphics shown with this article are available on the DPI's Public Library Development website at www.dpi.state.wi.us/dltcl/pld/netauto.html.

Automated Systems

As can be seen in Figure 1, the state's public libraries have made significant progress in implementing automated systems in the past decade. Eighty-one percent of the state's public libraries now have automated systems.

Figure 2

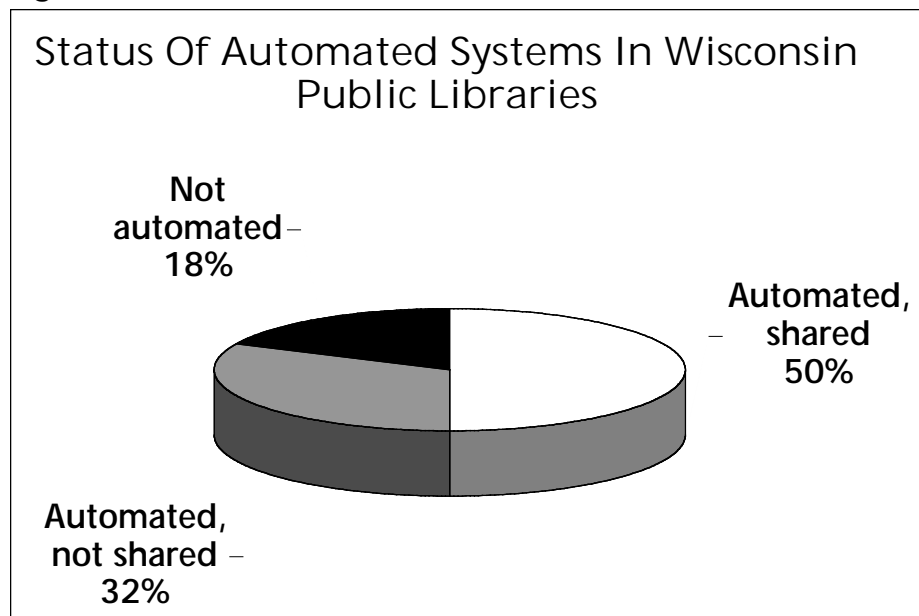


Figure 1

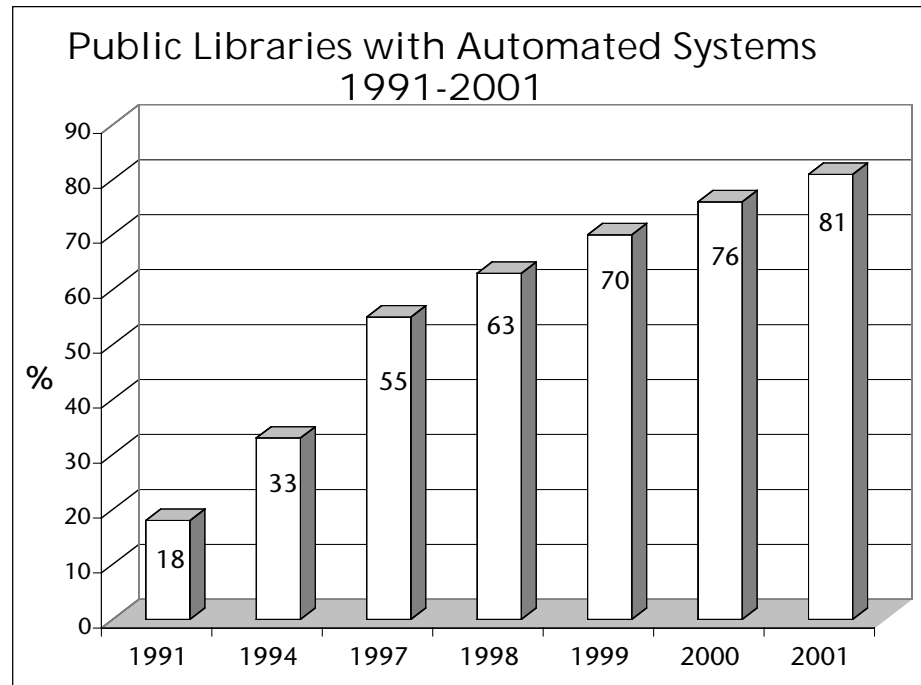


Figure 2 shows that exactly half of the state's public libraries are in shared automated systems.

Another interesting way to display the impact of automated systems is to highlight their implementation in libraries by the library's population service area. This is shown in Figure 3 (on page 11). While 18 percent of the state's public libraries do not have automated systems these libraries represent just 3 percent of the state's population.

The number of libraries in shared automated systems continues to grow. The increase in the number of libraries participating in shared systems reflects considerable activity over the past year in shared systems in rural areas of the state. There are now shared automated systems in 15 of the state's 17 public library systems. With the awarding of 2002 LSTA grants for shared systems, it is estimated that about 60 percent of the state's libraries will be part of shared systems by the fall of 2002.

Unlike some states that have just one or a few vendors, Wisconsin's public libraries have over 12 vendors' systems. The most popular ones are shown in Figure 4. Generally, from year-to-year there are not

Continued on next page

too many dramatic changes in the marketplace for automated systems. The most marked change in the past three years has been with Innovative Interfaces Inc. (III in Figure 4). Innovative has doubled its market presence in the state from 7 percent in 1999 to 14 percent in 2001. Several shared systems in the state, including those in the Indianhead and Northern Waters system areas, signed contracts with Innovative in the past 18 months.

Internet Access

Internet access has reached a plateau the past two years, but this leveling is at the very high level of 98 percent of the state's public libraries having access. The dramatic growth in Internet access over the past seven years can be seen in Figure 5.

While 98 percent of libraries have Internet access, the number of libraries getting direct Internet access also has increased considerably over the past three years (see Figure 6). The TEACH program (along with LSTA and E-rate) has been a key part of the increase in libraries getting direct Internet access. Even with the TEACH supported data lines, 24 percent of the state's public libraries still have only dial access. The REACH program, funded by TEACH and DPI (LSTA funds), will provide libraries with incentives to make it easier to move from dial to direct access.

Filtering Internet access has become an even more contentious topic with the passage in late 2000 of the federal

Children's Internet Protection Act (CIPA). Figure 7 shows that few public libraries in the state filter and fewer filter all their Internet accessible computers.

For more information, contact Bob Bocher, Public Library Development, at (608) 266-2127 (robert.bocher@dpi.state.wi.us). ■

Figure 5

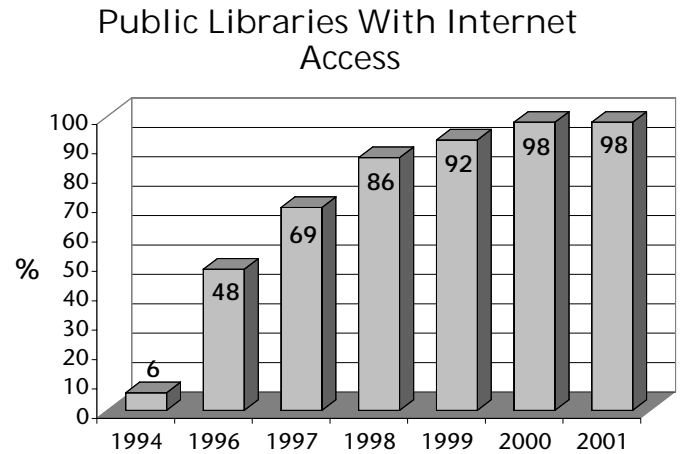


Figure 6

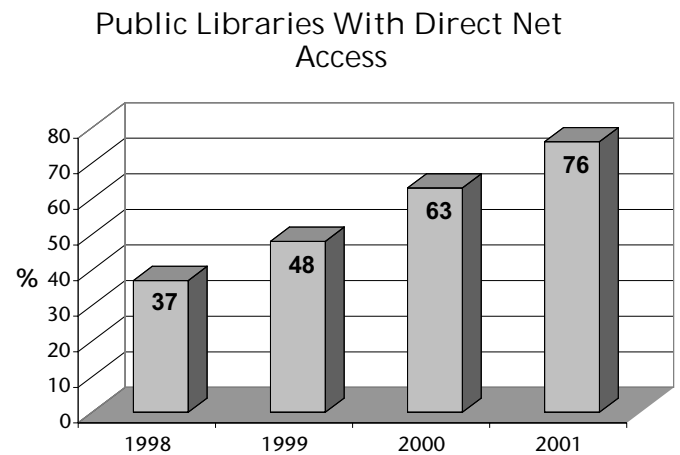


Figure 7

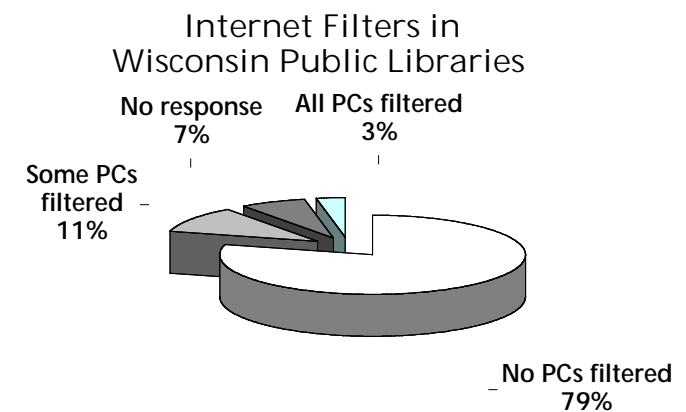


Figure 3

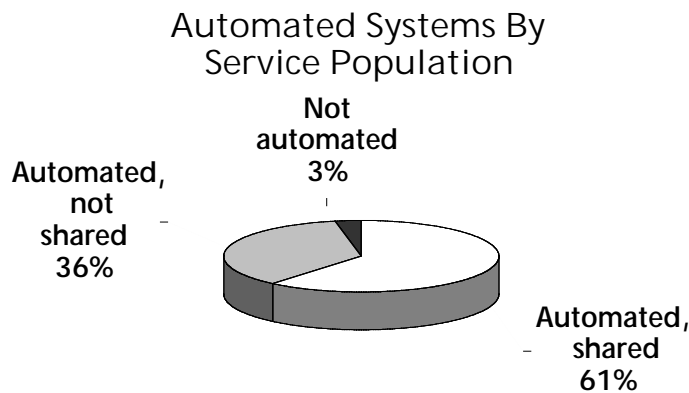
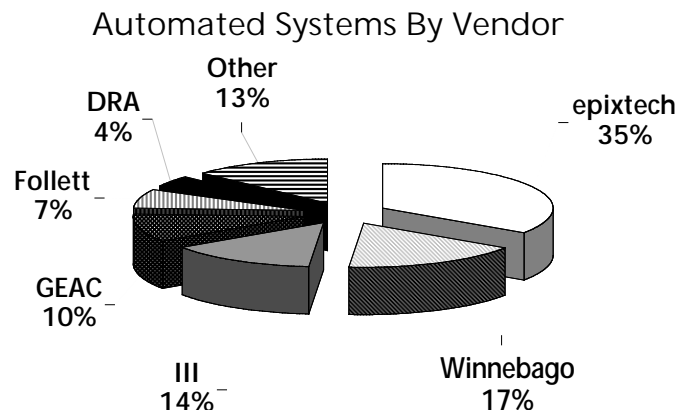


Figure 4



Introduction

Public library services for the Hispanic community

by Barbara Huntington, Consultant
Public Library Youth and Special Services

From 1990 to 2000 the Hispanic population in the U.S. grew by 57.9 percent, and now is 12.5 percent of the total U.S. population. During this same period Wisconsin's Hispanic population more than doubled—an increase of 107 percent—and now comprises 3.6 percent of the Wisconsin's total population.

Of Wisconsin's Hispanic population, 43 percent live in Milwaukee County, and four Wisconsin counties have Hispanic populations that exceed 5 percent. These

include Milwaukee (8.8 percent), Racine (7.9 percent), Kenosha (7.2 percent), and Walworth (6.5 percent). Brown County's Hispanic population increased by 470 percent between 1990 and 2000, the largest increase in any Wisconsin county.

Individual communities in Wisconsin also have experienced tremendous growth in their Hispanic populations since 1990. Several communities had increases of more than 300 percent. Green Bay's population increased by 586 percent; the Town of Madison's increase was 524 percent; the city of Fitchburg's increase was 470 percent; Lake Geneva's was 397 percent; Beloit's increase was 371 percent; and Watertown's was 318 percent.

This significant increase in the Hispanic population has many implications for public library services. Providing services

to any non-English speaking community requires special effort and techniques.

The issues are complex and involve considerations of nationality, regional differences within a specific country, religion, cultures, and language differences.

REFORMA, the National Association to Promote Services to the Spanish Speaking, is a unit of the American Library Association. It has developed a set of guidelines for library services targeted at Hispanic communities. The plan addresses such issues as appropriate collection development, programs and services, personnel, and building considerations. These Guidelines can be found at www.ala.org/rusa/stdnd_hispanic.html.

Extending Services

Several Wisconsin libraries have focused their efforts on extending services to the Hispanic communities. The community of Cambria has more than 12 years of experience in serving its Hispanic migrant population. The Jane Morgan Memorial Library used Library Services and Technology Act (LSTA) funding over the years to fund various elements of the

Please see Hispanic services—on page 15

Trustee Corner

Can we give a list of names and addresses of our library's patrons to our Friends of the Library organization so they can use the list for fund-raising purposes?

No. Wisconsin Statutes section 43.60 prohibits release of records that identify an individual who uses a publicly funded library. This information can only be released with the consent of the patron, by court order, or (under certain circumstances) to other libraries for interlibrary loan purposes.

In addition, the Wisconsin Personal Information Practices Act (Wisconsin Statutes sections 19.62-19.80) requires state and local government organizations (including libraries) to develop procedures to protect the privacy of personal information kept by the organization. Libraries (and all other government organizations) are required to develop rules of conduct for employees involved in collecting, maintaining, using, and providing access to personally identifiable information. You also are required to ensure that employees handling such records "know their duties and responsibilities relating to protecting personal privacy, including applicable state and federal laws."

It *may* be legal for your library to use its list of patron names and address for your direct library fund-raising efforts. However, this should only be done if explicitly approved by your library board. Your library board should carefully consider the privacy implications of such use and the possibility of negative public reaction.

Additional questions can be directed to your library system staff, or to Mike Cross, DPI, at (608) 267-9225 (michael.cross@dpi.state.wi.us). ■

COLAND meets in Oshkosh

The Council on Library and Network Development (COLAND) held its bi-monthly meeting at Mercy Medical Center in Oshkosh Sept. 14. Mary Bayorgeon, director of library services for Affinity Health System (which operates Mercy Medical Center) and a member of COLAND, played host to the group and provided a tour of the library at the new hospital.

COLAND members heard a presentation from Susan Lurvey, manager of the EAA Aviation Foundation Library, about the library's history and collections. Members also heard from John Nichols, director of the Oshkosh Public Library and the Winnefox Library System, about the Winnefox Library System and its programs. Mary Kotchi, director of the Winnebago Mental Health Institute Library, told the council about mental health library services in the care and treatment facilities of the Wisconsin Department of Health and Family Services.

At noon, COLAND members observed a moment of silence for the victims of the tragedy on Sept. 11.

Cal Potter updated the group on the status of library items in

Please see COLAND—on page 13

FOWL supports libraries through local involvement

by Sr. Mary Ellen Paulson, President
Friends of Wisconsin Libraries

Friends of Wisconsin Libraries (FOWL), a grassroots organization of volunteers, is an affiliate of the Wisconsin Library Association (WLA), connected with the Trustees (WLTA). FOWL includes both individuals and Friends of Library groups throughout Wisconsin. The constant thrust is advocacy for libraries, especially at the state and federal level, along with encouraging local Friends groups to advocate at the community level.

FOWL continues to promote closer understanding among citizens, trustees, librarians, and elected officials. We aim to involve the general public in library services all over the state. Having a board member from all areas of the 17 Wisconsin federated library systems provides the opportunity of being able to launch a strong state-wide push when library issues call for that. FOWL encourages both the formation of new Friends groups and the stimulation of existing groups.

Belonging to Friends of Libraries USA (FOLUSA) gives FOWL a national perspective. The executive director of FOLUSA, Sandy Dolnick, hails from Wisconsin and FOWL is duly proud of her. Both she and the editor of FOLUSA's News Update, Jane Rutledge, have spoken to library conferences in Wisconsin.

The Wisconsin Committee for National Library Week of 1962 became the founding nucleus of FOWL. The state NLW citizen chairperson that year, Marjorie Bitker, became the first president of the Friends of Wisconsin Libraries. There were three local FRIENDS groups formed at that time. Ten years after the founding there were 46 active groups in the state, and FOWL continues to grow. Close to 400 newsletters were used in July 2001. FOWL is constantly inviting groups and individuals to join the interesting, hard-workers that seek to improve libraries and library services. Dues are only \$7 for individuals, \$15 for groups, and for \$25 all board members receive Newsletters. Join the FOWL flock!

The following have served as FOWL

presidents:

- 1963-67 Marjorie Bitker, Milwaukee (deceased);
- 1967-71 Elizabeth Bohmrich, Milwaukee (deceased);
- 1971-72 Helen Terry, Milwaukee (deceased);
- 1972-77 Jane Dryburgh, Hartland;
- 1977-81 Virginia Heinemann, Wausau;
- 1981-85 Denise Wenger, Pewaukee;
- 1985-87 Bea Linzmeyer, Green Bay;
- 1987-91 Mal Gross, Green Bay;
- 1991-96 David Satori, North Fond du Lac; and
- 1996-present Sr. Mary Ellen Paulson, OP, West Allis.

Three newsletters a year encourage, affirm, and spread the news that libraries are a quality of life institution. When the New York Libraries for the Future launched its network of access sites, Wayne Allcott, vice president of U.S. West Equal Access said, "We all share responsibility... (and) must ensure that every person has access to the information, tools, and skills that are critical to success." That's what FOWL is about.

Each fall and spring Friends from around the state gather to explore, improve, and enjoy what the organizations are and do. Since 1999 the fall meeting has been held in conjunction with the WLA conference. To be a part of the larger picture truly gives an added dimension to what Friends are about. WLA also gains by FOWL's potential for advocacy.

Each year a FOWL Award banner is presented to entrants who share their "bragging" item. In 2001 the entries were anything in print that included the Friends name. For 2002 the award will be based on "projects."

Next April's annual meeting will be held in the Southwest part of the state, one of the few areas never before picked to host a FOWL meeting. Moving the conference throughout the state gives Friends closest to the site the chance to be part of the statewide activities, and prospective new members often attend.

All Libraries can gain from having dedicated, enthusiastic Friends. Library lovers make great Friends and a Friends group can help make their libraries the best in the area.

In addition to advocacy, local Friends are active groups involved in a variety of programs and events, including

- securing funds for books,
- promoting building campaigns,
- developing book collections,
- obtaining equipment beyond local budgets,
- providing volunteers for special services and programs,
- celebrating National Library Week and Book Week, and
- assisting with/promoting literacy, the library, and the community through various local events.

For more information about FOWL, contact Sr. Mary Ellen Paulson, OP, 2367 S. 84th Street, West Allis, WI 53227-2501; 414-327-4713, or visit the FOWL website at www.cheesestate.com/friends/leadership.htm. ■

COLAND *from page 12*

the state budget. There was a lengthy discussion of possible strategies for being more successful in the future. COLAND also heard a variety of reports and updates from DLTCL staff on projects and programs in the Division.

COLAND continued the discussion of its goals for 2001-03 and will finalize these at its Nov. 9 meeting at the Reference and Loan Library in Madison. COLAND received a preliminary copy of the "State Superintendent's Report on Interlibrary Cooperation and Resource Sharing." It will hold a public hearing on this report at its November meeting. ■

ebook project a success

by Barb Sanford, PR and Marketing Coordinator
South Central Library System

Thanks to the Wisconsin Public Library Consortium (WPLC), 24/7 access to netLibrary electronic books (ebooks) now is available to Wisconsin citizens at public libraries statewide. After setting up a netLibrary account at their local libraries, customers can also access this collection from home, work, or school.

The WPLC is a group of public libraries and library systems working together to provide access to electronic books. More than 6,000 titles are available—fiction and nonfiction titles, including titles for businesses, parents, travelers, researchers, and children. The group received a \$189,000 grant from the Wisconsin Advanced Telecommunications Foundation (WATF) for the project.

The grant was originally awarded to eight public library systems in July 2000. The project currently covers 328 libraries in 65 counties serving 4.5 million people. The project was formed to

- provide Wisconsin citizens access to a collection of ebooks in a variety of subjects;
- increase public awareness about the availability and features of ebooks; and
- increase library staff knowledge about ebook technologies.

The WPLC has experienced great success to date. Six new partners joined the project this year, bringing the total to 14 of Wisconsin's 17 public library systems.

The libraries are contributing to the continued success of the program by making the shared netLibrary collection available to more Wisconsin citizens and by contributing to the fund through which more titles will be purchased. Current WPLC members include: Eastern Shores Library System; Indianhead Federated Library System; Kenosha County Library System; Lakeshores Library System; Mid-Wisconsin Federated Library System; Milwaukee Public Library; Nicolet Federated Library System; Northern Waters Library System; Outagamie-Waupaca Library System; South Central Library System; Waukesha County Federated Library System; Winding Rivers Library System; Winnefox Library System; and Wisconsin Valley Library Service.

Many successful promotional activities were held earlier this year, most of which centered around two dates—the launch of netLibrary for the public (Feb. 1) and National Library Week (April 1-7). Libraries used materials prepared by the WPLC Public Relations Committee, materials provided by netLibrary, and locally developed materials. All media were used to promote this new library service, including newspapers, TV, radio, visits to lo-

cal organizations, and literature distribution at public libraries.

As of June 30, there were 2,081 titles available from netLibrary. Selection of ad-

ditional titles continues, with more than 400 titles ordered in July. The WPLC netLibrary title list is now on the WiLS website. The list by title is available at www.wils.wisc.edu/coop/vendor/netlib3b.html or by subject at www.wils.wisc.edu/coop/vendor/netlib3a.html. A variety of public domain titles from the Gutenberg Project complete the collection.

The question of whether or not to implement the project activities related to ebook reader devices has been the source of much debate. The state of flux of the industry and market led many to back away from the high level of interest that existed when the original grant was written. Partners were allowed to reallocate funds originally budgeted for readers for additional netLibrary titles.

Four systems (South Central, Waukesha County, Eastern Shores and Winding Rivers) decided to continue with the purchase of readers. Two of the partners are combining WATF grant money and other funds to buy more handheld readers than they were allocated in the grant. Waukesha County has purchased 105 readers, and South Central has purchased 46. Eastern Shores and Winding Rivers are also in the process of acquiring readers.

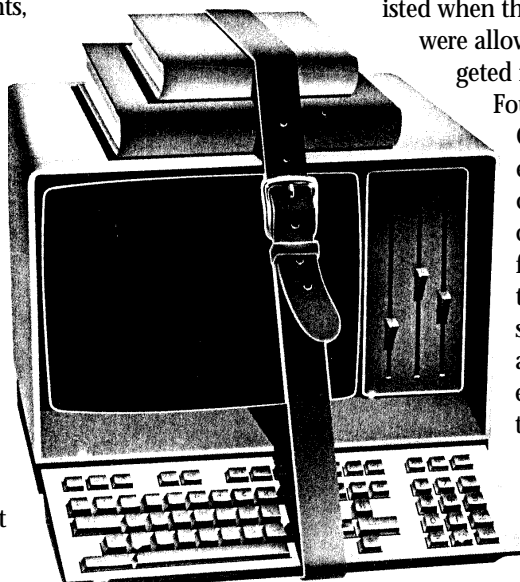
The project evaluation is underway, and statistics about use of the shared collection of netLibrary titles are being regularly reported and analyzed. netLibrary

staff report that our use is high in comparison to other public library customers. Considering that this is still a small collection, the numbers appear to bear that out.

The WPLC Steering Committee and representatives from each consortium partner met in Wausau Aug. 22 to discuss plans for continuing the consortium after the grant period is completed. Possible future projects for the consortium include merging the WPLC netLibrary collection with the Wisconsin Academic Consortium, offering access to schools, cooperatively licensing other electronic resources, and cooperative cataloging of websites. Budget proposals, including adding titles to the shared netLibrary collection and project management, were discussed at WPLC's September meeting.

Two sessions about netLibrary were presented at the WILSWorld Conference in Madison in July. One was a presentation by netLibrary staff about the new netLibrary interface and features introduced in August. The other was a panel discussion about training issues and experiences in using netLibrary "on the front lines" at WPLC participant libraries.

For more information on the WPLC ebook project, contact Phyllis Davis, South Central Library System, at (608) 246-7975 (pbdavis@scsls.lib.wi.us). ■



Hispanic services from page 12

library's outreach efforts in Cambria. In 2000, the library used LSTA funds to provide story programs on the lawn of the housing camp at the local canning factory. In addition, the library worked closely with the Madison Area Technical College to provide adult literacy classes at the library, and provided children's activities while their parents attended class.

Prior to the library's first efforts to really reach out and introduce its services to the Hispanic community, the families

who live in the housing camps never came into the library. The first use started with a few people coming in to borrow videos—typically a grandparent would come in with children. Gradually as the word spread, more people signed up for library cards and began to use the library on a regular basis. The library found that typically the adults read in Spanish, if they could read, and children read in English. To encourage parents to read to their young children, the library purchased picture books written in both languages. The library purchased a Spanish language newspaper from the area where

most of the people lived when they were not in Wisconsin, and the adults appreciated reading news from home.

Many communities only recently have become home to a significant number of Hispanic families, and local public libraries are just now exploring how best to meet this community need. While many of the new Hispanic residents in Wisconsin are from Mexico, there are Hispanic people from many other countries living in Wisconsin as well. Many libraries report that their local Mexican population has very little experience with free public
Please see Hispanic services—on page 16

We Can! a success—from page 3

libraries had been in their positions for many years and would soon be considering retirement. Our response was to develop this project with two components. The first was consulting assistance to boards at the time of a director's retirement or resignation where WRLS staff would advise the board on the effective methods for recruiting and hiring a new person. The second component consisted of a nine-session orientation (36 hours) for the new director which would help the individual get a grasp of fundamental library principles, practical approaches to addressing everyday tasks and concerns relating to operations, and the services and personnel available from WRLS. While the first component has not been widely utilized—though area libraries have indeed faced several changes in directors—the orientations have been heartily received. The significant investment of time for system staff to provide the orientations was understood from the beginning, but we anticipated one or two orientations per year. In 2000, we did seven of them, and in one case we did two for the same library in the same year. This service has been popular and successful beyond our hopes, but the unexpected demand for it points out a developing trend that does not bode well for small libraries. It is becoming more difficult to find talented people who are able to invest the energy and devotion needed to

run a library when the pay and the hours for directors are inadequate.

Project three, "Public Library Assessments," came out of questions and suggestions received from library trustees during trustee training. As we discussed library standards, trustees assumed the system evaluated local libraries. Though we had never systematically done this, we decided that we could if it would be useful for our members. We developed a survey tool and designed a process for conducting the assessments. The prototype assessment was conducted in 1998, and we set a goal of doing five of them each year. The process consists of two interviews, one with the board and one with staff, followed by an assessment of the building, grounds, collections, and other as-

pects of the library. The collected information and comments are combined with an historical review of the library and a comparison of output measures with the state standards. The result is a document that includes a status report on the library, including the standards comparison, and a section of recommendations for areas of operation that might need attention. In addition to library buildings and services, the assessment also discusses personnel matters, board and director relations and effectiveness, and any other issues that might have arisen during the assessment.

The efforts required to implement the WeCan! Program have been rewarding for WRLS staff and have led to improvements in libraries throughout our region. This program is proof that an investment in people will always pay substantial dividends. ■

Calendar

2001

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| Dec. 4 | Instructional Media and Technology Team regional information meeting, Chippewa Falls. |
| Dec. 6 | Instructional Media and Technology Team regional information meeting, Wisconsin Dells |
| Dec. 11 | Instructional Media and Technology Team regional information meeting, Green Bay |
| Dec. 12 | Instructional Media and Technology Team regional information meeting, Brookfield (for the Milwaukee area). |

For more details about specific meetings, see the WISDOM calendar at www.dpi.state.wi.us/dpi/dltcl/pld/wisdom.html.

Hispanic services from page 15

libraries. In Mexico, "public" libraries often require a membership fee, which many people cannot afford. Many Mexican people are surprised to know that both the library card and the materials are available at no cost. They may be hesitant to take advantage of services such as story hours or Internet access, or to ask reference questions if Spanish is not used in the library.

Several libraries used LSTA grants as sources for start-up funding for services targeted to their local Hispanic community. The Stoughton Public Library used a grant in 2000 to initiate outreach services and to build an appropriate collection for both their Hispanic population and the newly arriving Albanian refugees.

Staff at the Mead Public Library in Sheboygan used a grant to begin comprehensive outreach efforts to the local Hispanic population. The staff presented a program at the Wisconsin Association of Public Libraries (WAPL) Spring Conference in May 2001 and shared suggestions on how to get started. The library turned to local stores that cater to the Hispanic community. Many of these stores, even grocery stores, carry a variety of things including Mexican videos, music selections, magazines, and books that are not readily available in traditional U.S. retail stores. The owners of these stores were helpful in guiding the library with its purchases and

also helping to tell their customers that the library had the materials.

The library had basic informational brochures translated into Spanish. To answer phone requests, the library added a welcoming message in Spanish to their regular automated answering system. The message gave the same basic information in Spanish and then gave a phone number people could use to leave messages in Spanish. A bi-lingual support staff person then returned calls

To promote library services and the new materials, the library placed fliers and brochures (printed in Spanish) in various local agencies. The placement included churches with services in Spanish, restaurants that specialized in traditional Mexican food, laundromats, social service agencies that served the Hispanic community, and at several factories that employed a significant number of Mexican workers.

Materials for the Hispanic community were shelved in a special section in the adult department. This made the materials easy to find and helped avoid the need for people to ask questions or to ask for assistance, if they did not speak English. Children's materials were shelved together in the 400's section. Special programming also was paid for with LSTA funds. The library reports their efforts resulted in active use of the library by the Hispanic community.

Several public libraries and public library systems currently are using LSTA

funding to address the needs of their Hispanic communities. This year, Lake Geneva used a grant to sponsor a "Dia de Los Ninos" on April 30. Three bi-lingual storytellers were hired for activities that ran all day and into the evening. The activities included games and reading activities for individual children and evening activities for the whole family. Many local businesses and agencies participated in the event.

The library also hosted early literacy programs with K-12 classes from the schools. Children who spoke Spanish were introduced to the public library and encouraged to check out materials. Children who spoke English were encouraged to try saying some words and phrases in Spanish.

The Lake Geneva project was a follow-up to a Lakeshores System project in 2000. Lakeshores used LSTA fund to have numerous brochures and informational items translated into Spanish for all but one of their member libraries. Twelve of the libraries used funds from the System's grant to purchase children's materials in Spanish and bi-lingual materials. Many of the libraries hosted open houses targeted at the local Hispanic populations.

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