



Funds play a prominent role LSTA evaluation 1997-2002 completed

by Peg Branson, Consultant
LSTA and Continuing Education

In 1997 the Wisconsin Division for Libraries, Technology, and Community Learning (DLTCL) prepared a five-year (1997-2002) plan that contained the state's present and projected library needs, as well as a plan for helping to meet those needs with federal funds made available under the Library Services and Technology Act (LSTA) program.

Superintendent Burmaster Approves 2003 LSTA Program *Details on Page 7*

The LSTA required the Division to evaluate the activities supported with LSTA funds prior to the end of this five-year period. The final report was due at the Institute of Museum and Library Services (the federal agency that administers the LSTA program) on April 30, 2002.

Conclusions and Highlights

From 1997-2002 LSTA funds played a prominent role in helping Wisconsin libraries improve library services through technology and resource sharing and by improving library services to those with inadequate services.

The results of web surveys conducted in conjunction with the LSTA evaluation indicated there was general satisfaction with the use of the LSTA funds in 1997-2002. The results of the surveys showed many strong positive values (4s on a scale of 1 to 5, with 5 being very valuable) and very few negative values (1s and 2s, of little value). In particular, all groups surveyed placed a very high value on many of the technology projects funded during this time period, including the start-up of the BadgerLink project, shared systems, Internet access, system technology projects, and consultation services available from the DLTCL. Among the comments included with the surveys

were the following.

- "LSTA funding has been responsible for our library system's implementation of technology projects. Without these funds, we could not have provided the support that libraries needed."
- "LSTA funding has enabled our libraries to reach a whole new level of service to people with special needs."
- "Shared automation projects as well as Internet access are highly desirable, as



Summer reading programs move into full swing

*Programs encourage children to
keep up their reading skills
over the summer break*

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ALA Legislative Day draws 11 Wisconsin delegates

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

On May 6 and 7 a delegation of Wisconsin library advocates participated in the 28th Annual National Library Day activities in Washington, D.C., sponsored by the

American Library Association (ALA).

Wisconsin's 11 delegates equaled last year's number



Cal Potter

and included: Thomas and Lee Brown of Cottage Grove; Ron and Karen Busch of Cuba City; Charles and Sue Center of Madison; Madge Klais of Madison; Cal Potter of Kohler; Annette Smith of Milton; Thomas Strange of La Crosse; and Deb Wolff of Brookfield. Susan Brant of Rhinelander, representing the Wisconsin Center for the Book, also joined us at the Hart Senate Office Building because she was in DC for meetings at the Library of Congress relating to Center activities. A special thank you goes out to Sue Center, WLA-ALA Federal Relations Coordinator, for scheduling the group's visits to our state's representatives' and senators' offices, as well as luncheon and dinner reservations. Many of the delegates were

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Legislative Day—*from front page*

attending under the sponsorship of various library organizations and for that financial support we are most appreciative. We would not have this size of a delegation traveling to DC if library groups did not recognize the importance of the federal government in providing library funding, and then put forth an effort to have Wisconsin be an important player in the lobby for that library legislation.

The two days of activities began with a day of topical briefings conducted by ALA on the issues and corresponding bills now before Congress. Information sessions included those on LSTA Reauthorization, Intellectual Property, Government Information, Internet/Telecomm Issues, Appropriations, and Advocacy. One piece of legislation that received a great deal of attention was the five-year reauthorization of LSTA. A bill version (H.R. 3784) was introduced in the House with a proposed spending level of \$300 million. A similar bill was

introduced in the Senate June 12 with a \$350 million spending level. Both funding levels are substantially higher than those of the previous annual levels found under the previous five-year LSTA law.

May 7 was devoted to visits to Wisconsin's nine House and two Senate offices. Our delegation divided up the topics to be discussed and each presenter concisely delivered a summary and advocacy pitch so that all issues would be adequately covered in the appointment time we were given in the respective offices. Each legislative office was given two packets; one from the ALA on general library issues, and another prepared by the staff at the Department of Public Instruction's Division for Libraries, Technology, and Community Learning, which provided the LSTA, TLCF, and E-rate benefits distributed in each of our Congressional districts, or in the case of our two U.S. Senators, for Wisconsin as a whole.

Delegation members told of the need for our representatives to support legislation in a number of areas. Besides asking for a positive vote on reauthorization of LSTA at the annual rate of \$500 million (the President's proposal was continuation at the previous level of \$181.7 million), discussions included advocacy to fund Literacy Through School Libraries (ESEA) with at least \$100 million, updating the distance education provisions of the Copyright Act (S.487), produce a database protection bill that allows "fair use," and that fair use protection be provided in regulating new devices that transmit digital materials. Also on the agenda were the benefits derived from the E-rate program and asking for support for S. 803,

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which calls for the preservation for long-term public use of electronic information provided by the Federal government.

Planning soon will begin on next year's event, the 29th Annual ALA Legislative Day. A large state delegation is always more impressive, so please consider participating. Each year the delegates enjoy the lobby experience, wherein one gets to meet with and see the Washington offices of our elected officials, as well as tell the positive story of how federal legislation benefits library services. If vacation time allows, you can incorporate an extended visit to the Capitol City and enjoy so many of the other interesting sites and experiences it has to offer. ■■



Pictured with Rep. Tom Petri in his Washington, D.C., office are, l-r, Tom Brown, Lee Brown, Deb Wolff, Tom Strange, Cal Potter, Madge Klais, Annette Smith, Petri, Karen Busch, Ron Busch, Sue Center, and Charles Center.



Pictured with Sen. Russ Feingold in his Washington, D. C., office are, l-r, Cal Potter, Tom Brown, Sue Brant, Tom Strange, Lee Brown, Madge Klais, Feingold, Sue Center, Annette Smith, Karen Busch, Ron Busch, Deb Wolff, and Charles Center.

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- Cooperative Children's Book Center**
4290 Helen C. White Hall, 600 N. Park St., Madison, WI 53706
ccbcinfo@education.wisc.edu www.education.wisc.edu/ccbc/
- Ginny Moore Kruse, Director (608) 263-3720

Join the Winner's Circle—Read Summer reading programs move into full swing

by Barbara Huntington, Consultant
Public Library Youth and Special Services

Libraries across Wisconsin started their summer reading programs in June, and most are using the state theme "Join the Winner's Circle—Read." These programs encourage children to keep up their reading skills over the summer break. Research indicates that children who do not read over the summer lose skills and test lower in reading levels when they return to school in fall compared to when they left in spring.

This year public libraries will be able to use a choice of three incentives arranged by the Division for Libraries, Technology, and Community Learning (DLTCL). The Department of Natural Resources is cooperating again this year with a free pass to any Wisconsin State Park. Two new partners for the Summer Reading Program this year are the Milwaukee Public Museum and the UW-Madison Athletic De-



The Green Bay Packers donated a team autographed football that will be given away in a statewide drawing this summer. Sixteen other readers will receive a free pass to the Green Bay Packers Hall of Fame. Details on the drawing are available at participating public libraries.

partment. The Museum is offering free admission to summer readers and the Athletic Department will allow readers to attend one of many selected athletic events during the 2002-03 season.

Two other new partnering organiza-

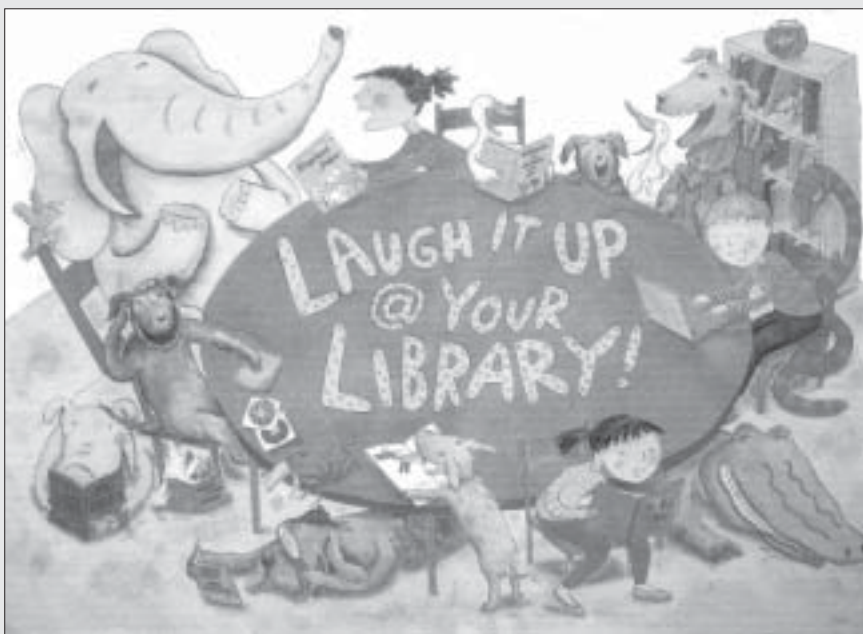
tions are the Green Bay Packers and the Packer Hall of Fame. The Packers have donated a team autographed football that will be given away in a statewide drawing this summer, and 16 other readers will receive a free pass to the Hall of Fame. Details are available at participating public libraries.

Plans also are well underway for the 2003 Summer Reading Program. Wisconsin joined a consortium of 13 other states to produce a manual and support materials for the summer program, the theme for which in 2003 is based on humor and is called "Laugh It Up@Your Library." The artwork design for younger readers, by award winning children's illustrator/author Nadine Westcott, was recently shown at a meeting of the consortium members.

The Consortium is planning more for teen readers in 2003, including a separate manual for librarians working with teen programs and graphics designed to appeal to older readers.

The Consortium works a year in advance to produce the materials used during the Summer Reading Program and has already decided that the 2004 theme will focus on trails and paths of all types. ■

2003 Theme & Artwork



The challenge to Wisconsin's Free Public Library Law

by Larry T. Nix, Director
Public Library Development Team

In March 2002, the Wisconsin Assembly enacted its version of the 2002 Budget Adjustment Bill with a provision that eliminated s. 43.52 (2) of the Wisconsin Statutes that reads in part: "Every public library shall be free for the use of the inhabitants of the municipality by which it is established and maintained, subject to such reasonable regulations as the library board prescribes in order to render its use most beneficial to the greatest number." This action put into jeopardy a basic concept of public library service that has a long history in the United States and in Wisconsin.

Although subscription or membership libraries existed in the United States from 1731 when Benjamin Franklin helped establish the Library Company of Philadelphia, it was not until 1833 that Peterborough, New Hampshire, established the first tax-supported municipal public library in this country. In 1849, the state of New Hampshire passed the first general public library law in the nation, which stated in part: "Every public library established under the provisions of this act, shall be opened to the free use of every inhabitant of the town or city where the same exists, for the general diffusion of intelligence among all classes of the community, subject to such rules and regulations for the well ordering and careful preservation thereof as may be established and ordained by such town or city."

In 1872, Assemblyman Alexander Graham from Janesville introduced Assembly Bill No. 87. That bill, with amendments, was enacted by the Legislature and became part of the statutes in 1872. As a result of its enactment, Section 934 of the statutes was created and read in part: "Every library and reading-room established under this chapter shall be forever free for the use of the inhabitants of the city, town, or village where located, always subject to such reasonable rules and regulations as the library board may find necessary to adopt and publish, in order to render the use of said library and reading-room of the greatest benefit to the greatest number..."

Illinois also passed a free public library bill in 1872, and Wisconsin's legislation may have been influenced by that bill.

A major test of Wisconsin's free library law came in 1984 when the Madison Public Library began collecting a number of user fees and reserve charges for various materials and services. As a result, the Department of Public Instruction requested an opinion from the Attorney General on the legality of these fees.

In an opinion issued in 1984 (OAG 26-84) the Wisconsin Attorney General adopted the following guideline (that was used by the California Attorney General in a 1978 opinion) for determining which services provided by a public library in Wisconsin were required to be free under s. 43.52 (2), Wis. Stats.:

If the transaction involves the satisfaction, with library resources, of a patron's request for information (whether for educational, recreational or entertainment purposes), such transaction is a "library service." Other transactions, not involving the furnishing of information, though carried out by a library, would not be a "library service"... Perhaps the essential distinction that is operative here is between those services that are reflective of a library's inherent information providing function and those ancillary services that are not unique to libraries and that can be just

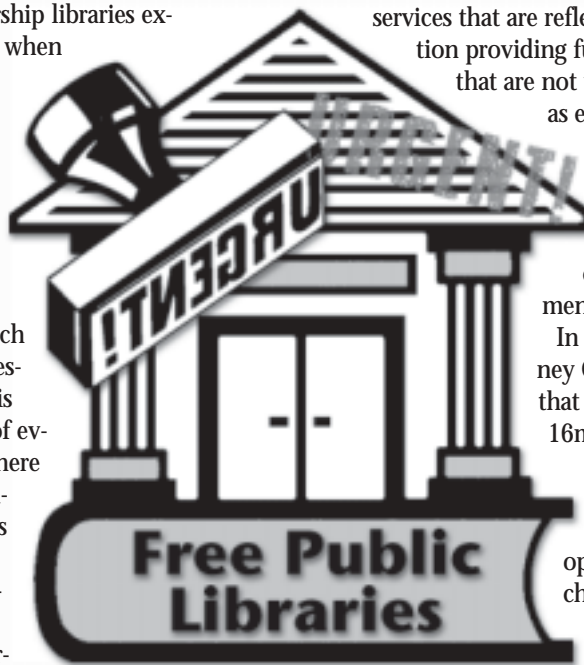
as effectively provided in nonlibrary settings. Examples of such nonlibrary services might include the furnishing of meeting rooms, allowing the use of typewriters and copying machines, rental of audiovisual equipment, etc.

In the same opinion, the Wisconsin Attorney General went on to indicate specifically that a library could not charge for borrowing 16mm films and for holding materials on reserve. It could, however, charge for the use of framed pictures, projectors, screens, and audio cassette players. The opinion also indicated that a library could charge for the rental of best sellers as long as it also made available a "reasonable number" of copies of the same item that circulated without charge.

The action by the Assembly to eliminate s. 43.52 (2), Wis. Stats., prompted what can only be called a firestorm of reaction from the library community and the public. Letters to the editor, editorials, columns, and radio call-in programs abounded. The effort to remove the law also received national attention in the library press. The reaction was overwhelmingly in support of maintaining Wisconsin's free library law.

In its consideration of the budget adjustment bill, the Senate specifically opted not to include this provision. The conference committee that was established to work out differences between the Assembly and Senate versions of the bill took up the provision as one of its first acts of business and agreed unanimously not to include it in the final version of the budget bill. This action preserves Wisconsin's 130-year-old free library law.

A positive outcome of the controversy relating to the issue of free public library service has been a much greater awareness by Wisconsin's public officials of the value that Wisconsin's residents place on public library service. ■■



Information & Technology Literacy: A Collaborative Planning Guide for Library Media and Technology

by Neah J. Lohr, Director
Instructional Media and Technology

The long-awaited new guide, *Information & Technology Literacy: A Collaborative Planning Guide for Library Media and Technology*, developed by the Instructional Media and Technology Team along with a statewide task force of practitioners and other state agency representatives, was published in March 2002. This group worked for more than a year to produce this new collaborative planning guide under the volunteer leadership of Jim Klein.

This is the third recent DPI publication relating to Information and Technology Literacy. The first one was *Wisconsin's Model Academic Standards for Information and Technology Literacy*, which presents what students should know and be able to do in the area of information and technology literacy by the end of fourth-, eighth-, and 12th-grades. The second is *Information & Technology Literacy Standards Matrix*, which correlates the information and technology literacy standards with the core academic standards that are currently assessed. A CD-ROM also is available to be used with that publication to help districts plan and develop curriculum.

Task force members that helped develop this guide were: Rosalynn Kiefer, chair, director of instruction at Fox Point-Bayside Schools; Wayne Anderson, district administrator, Mount Horeb Area School District; James Bowen, president, Wisconsin Educational Media Association; Bob Carmack, associate professor of library science, UW-Superior; JoAnn Carr, director, Center for Instructional Materials and Computing, School of Education, UW-Madison; Neil Duresky, director, Region 6, Wisconsin Association of School Boards, La Crosse; Jean Elvekrog, librarian, St. John the Baptist School, Waunakee; Susan Fulks, director, Instructional Technology Services, CESA 5, Portage; Becki George, library media specialist, Rice Lake Area School District; Lynn Handler, library media specialist, Menomonee Falls High School; Patricia Hill, library media specialist, Wisconsin Rapids Public Schools; Pamela Kuck,

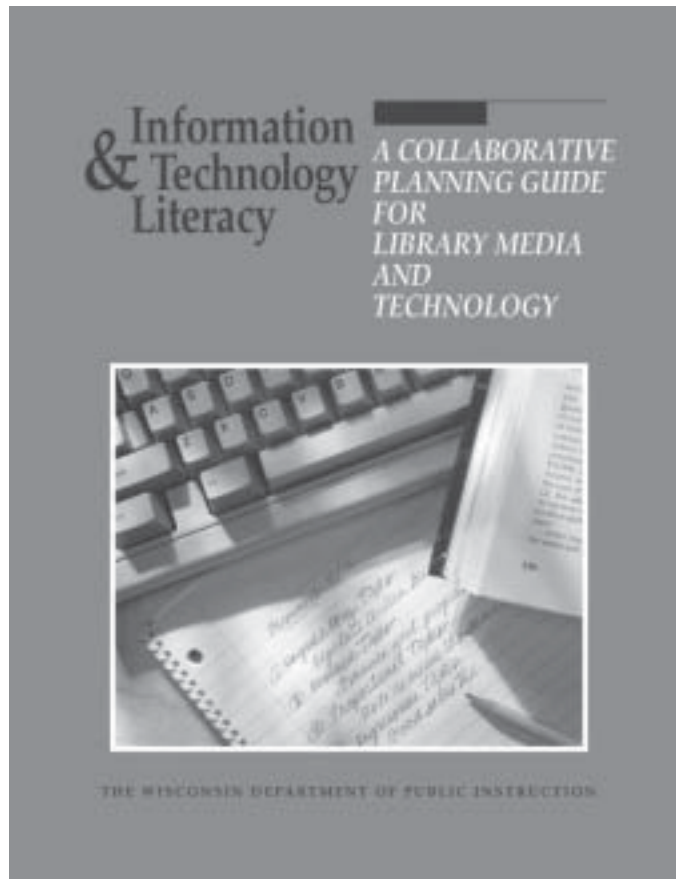
former director, Instructional Technology Services, CESA 8, Gillett; Pamela Penn, district library media specialist, Milwaukee Public Schools; and Mel Selle, retired district media consultant, Neenah Joint School District.

Another group of practitioners that assisted by reviewing the draft document were: Carrie Cook, elementary library media specialist, Appleton Schools; Sue Conner, director of technology, Portage Community School District; Brandon Holt, Department of Information Technology, La Crosse Public Schools; Laura Kremer, library media specialist, Superior Central Middle School; Vonna Pitel, IMC director/district media coordinator, Cedarburg School District; and Donna Steffan, director, Library Media, Beaver Dam Unified School District.

Eileen Schroeder, associate professor at the UW-Whitewater, Carolyn Cain, retired district media director from Madison Metropolitan School District, and Richard Sorensen, retired DPI school library media consultant also served as consultants during the publishing process.

The publication is meant to serve as a guide for schools and school districts to use for collaborative planning for a unified, rather than competing, library media technology

program. State Superintendent Elizabeth Burmaster said, "We expect that this collaboration will result in equal access to knowledge and opportunity for improved student achievement in order to achieve the Wisconsin Promise." ■■



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LSTA evaluation

from front page

they lead to the sharing of resources. Further linkages will only make more available to the residents of the state. LSTA funds used in this way provide a tremendous return on investment.”

LSTA funding in Wisconsin represented less than 2 percent of public library expenditures statewide during this time period, making it difficult to have a significant impact on library needs statewide. However, there was enough money to demonstrate new programs, model programs, and provide exemplary services at all levels—local, regional, and statewide—particularly when the LSTA funds were used in conjunction with other funding sources. During the five-year period in question, Wisconsin awarded almost \$16.5 million in LSTA funds.

Among the major accomplishments with the LSTA program from 1997-2002 were the following.

- Internet resources were made available to the vast majority of Wisconsin citizens. LSTA funds, in conjunction with other local, state, and federal funds, helped increase the percentage of public libraries with Internet access from 69 percent in 1997 to 98 percent in 2001.
- Greatly increased numbers of books and other materials were made available to Wisconsin citizens through regional shared automation systems. LSTA funds, in conjunction with other local and state funds, helped increase the percentage of public library participation in shared automation systems from 20 percent in 1997 to 60 percent in 2002.
- Extensive collections of magazines and newspapers were made available to Wisconsin citizens. LSTA funds were used on a statewide demonstration basis to provide libraries of all types (and citizens from their homes) access to full-text articles in over 6,000 journals and reference materials and 500 newspapers. State funds were made available to continue this popular program, called BadgerLink.

Burmester Approves 2003 LSTA grant program, budget

by Peg Branson, Consultant
LSTA and Continuing Education

State Superintendent Elizabeth Burmester has approved the Library Services and Technology Act (LSTA) grant program and preliminary budget for 2003. These funds will, once again, facilitate experimentation, demonstration, and enhanced library services in Wisconsin.

One LSTA funding priority will be to promote and demonstrate the role of public libraries and correctional libraries in improving literacy and reading skills for persons having difficulty using libraries. During 2003, funds also will be used for a statewide conference and regional workshops for public library staff on early learning and the role of public libraries.

Another priority for the LSTA funds in 2003 will be improved library services through the use of technology. Funds will be awarded to public library systems on a noncompetitive formula basis for technology projects, and can be used for a variety of technology purposes. Additional funds will be set aside for a non-competitive grant category to help public libraries and public library systems develop new shared automated systems or add libraries to existing shared systems. Funds also will be used for the WISCAT/linked systems project in 2003.

LSTA applications for 2003 are due Sept. 13. Below is a list of the LSTA funds budgeted for selected grant categories.

- Library System Technology Projects (noncompetitive)—\$344,200
- Shared Automated Systems (noncompetitive)—\$350,000
- Literacy (competitive)—\$300,000
- Delivery Services—\$60,200
- Early Learning Conference/Workshops—\$20,000
- WISCAT/Linked Systems—\$785,000

For additional information about the LSTA program, contact Peg Branson, LSTA program coordinator, at (608) 266-2413 (peg.branson@dpi.state.wi.us) or visit the LSTA website at www.dpi.state.wi.us/dpi/dltcl/pld/lsta.html. ■

- LSTA funds were used to provide leadership in the development and use of technology for improved services. Among the accomplishments attributable to this leadership was the receipt of over \$112 million in federal E-rate funds for Wisconsin's schools and libraries from 1998-2002. Wisconsin ranked ninth nationally in per capita funds received by schools and libraries from the E-rate program. In the January 2002 issue of *American Libraries* Karen Schneider, the Internet Librarian, said the Division's E-Rate FAQ was the best resource on the topic.
- Over 30 million bibliographic records of the holdings in over 1,200 Wisconsin libraries were made avail-

able to Wisconsin citizens. LSTA funds were used to continue development of WISCAT, the statewide union catalog, including making it available on the web and providing a method of online interactive updating and improved interlibrary loan functions. Between 1997-2002, the bibliographic records in WISCAT increased by 1.5 million and the library holdings information increased by 4.7 million.

- A statewide delivery network was used to support the sharing of books and other materials owned by libraries and deliver them to Wisconsin citizens across the state. LSTA funds were used to support a study and assessment of

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Only 79 percent are fully accessible

88 percent of public libraries have entrances accessible to people with disabilities

by Barbara Huntington, Consultant
Public Library Youth and Special Services

The Division for Libraries, Technology, and Community Learning (DLTCL) has compiled the results of a survey that included questions on public library building accessibility, which is part of the Annual Report required of libraries. The response rate to these questions was nearly 100 percent and included 76 branch buildings as well as 387 main libraries. (Not all libraries completed every question.)

Accessibility features make life easier for everyone in a community and allow people with disabilities a degree of independence and choice in their daily lives. Well over half the libraries indicated their remodeling or new building projects were initiated in part by the desire to comply with the Americans with Disabilities Act (ADA) and to better serve their patrons with disabilities. Many libraries built before 1990 were in compliance the ADA, because Wisconsin's building standards at that time exceeded ADA requirements. Currently 88 percent (398) of Wisconsin public library buildings have an accessible entrance, while 55 buildings are not accessible.

Electronic doors are very helpful to people who use wheelchairs or crutches, or who have arthritis, or for some other reason cannot easily pull open a door. But they are also appreciated by many senior citizens, small children, parents pushing baby strollers, and people returning an armload of books to the library. Of the libraries responding, 174 have an electronic door that opens when a button is pushed or automatically as someone approaches the entrance. In communities with more than 10,000 people, the percentage of library buildings that have electronic doors is over 50 percent, but only 15 percent of library buildings in communities with under 2,500 people have electronic doors.

While most library buildings do have

accessible entrances, only 79 percent are fully accessible once people get inside. Some report that the building is accessible, but the space is so restricted people cannot move freely throughout the building. There may not be enough room between the book stacks for someone who uses a wheelchair to pass, or the patron using a wheelchair may not be able to turn around at the end of the book stacks.

One critical measure of an accessible building is the bathroom. Every person entering a public building should be able to use the bathroom without assistance. This is a basic human need. Of all the

Wisconsin library buildings, 79 (17 percent) do not have bathrooms that are accessible.

Survey results indicate the majority of public library buildings have a single floor. Of the 133 libraries with multiple floors used by the public, 88 (71 percent of those answering the question) reported all floors are accessible. Another 36 libraries indicated they have at least one floor that is not accessible, and 9 libraries did not give any information about accessible floors.

Meeting room access is necessary to al-
Please see Accessibility—on page 9

State Summary

Public Library and Branch Building Accessibility Survey 2002

Accessibility Questions		State Totals	State Percentages
Accessible Entrance	Yes	398	88%
	No	55	12%
Electronic Door	Yes	174	38%
	No	280	62%
Remodeled to meet ADA	Yes	249	55%
	No	202	45%
Meeting Rm is Accessible (Note: 281 libraries have a Meeting Room; 171 do not.)	Yes	243	91%
	No	23	9%
Bathroom Is Accessible	Yes	374	83%
	No	79	17%
All floors are accessible (Note: 133 libraries have more than one floor; 318 do not.)	Yes	88	71%
	No	36	29%
Continuous Accessible Path	Yes	356	79%
	No	96	21%

Accessibility

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low all citizens the ability to attend programs and public meetings of interest to them. Of those responding, 281 public libraries report they have a meeting room while 171 indicate they do not. Of those with meeting rooms, 243 (91 percent) indicate their meeting rooms are accessible and 23 do not have accessible meeting rooms (15 libraries did not answer this question.).

Many Wisconsin public libraries are making a good effort to assure access to their facilities and services. While the majority of the library buildings have an accessible entrance (88 percent), fewer (79 percent) are fully accessible once people get in the

door. These very basic access issues need to be addressed. Children with disabilities are taught by their parents and at school how to accommodate for what they can't do, and to expect to live their lives normally, to move about their communities, and to have equal access to community resources, regardless of their disability. Libraries are going to come under increased pressure to make their buildings and services accessible as Wisconsin's population ages. More people than ever before are going to need, and expect, basic access to their public libraries. Inadequate funding of public libraries is in part responsible for the problems that exist. However, many libraries have addressed accessibility issues through strong planning, awareness of and sensitivity to the needs of everyone in their community, and have raised the funding needed to correct problems that did exist. ■

Now that you have your new Trustee Handbook...

by Mike Cross, Consultant
Public Library Administration and Funding

By now, all Wisconsin public library trustees should have received their new trustee handbook, *Trustee Essentials*. Here are some suggestions for making the best use of it:

1. Remove the shrink wrap! (It's difficult to use otherwise.)
2. Put it in a binder along with other important documents, such as the library board by-laws, library budget, etc.
3. Take a look at the introductory materials, including the table of contents and *Trustee Essential #1: The Trustee Job Description*.
4. Contact your library director and/or board president and ask that discussion of the new handbook be an agenda item at your next library board meeting.
5. At the next board meeting, decide, as a board, which *Trustee Essential* topics are most in need of review by the board, and ask for volunteers to lead discussions of those *Trustee Essentials* at upcoming board meetings.
6. Agendas for upcoming meetings should alert board members that a particular *Trustee Essential* will be reviewed at the meeting. Each board member should read the *Trustee Essential* in advance of the meeting and bring to the meeting any questions or thoughts concerning the issues raised by the *Trustee Essential*.
7. The prearranged volunteer can lead the discussion, beginning with a brief overview of the topic covered by the *Trustee Essential*. Most of the *Trustee Essentials* include questions that can be used to help stimulate discussion.
8. If questions are raised that require further attention, consult the sources of additional information listed in the *Trustee Essential* and, if necessary, place the issue on the next board meeting agenda.
9. Bring your new handbook to all board meetings to have available as a resource.

An online version of *Trustee Essentials* is available at www.dpi.state.wi.us/dltcl/pld/handbook.html. Additional information for library trustees is available from the Wisconsin Library Trustee Resource web page at www.dpi.state.wi.us/dltcl/pld/trustee.html. ■

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the statewide delivery network and demonstrate delivery services in selected areas of the state and statewide. The total intersystem interlibrary loan volume for the South Central Library System delivery service, which includes the University of Wisconsin system libraries, the Madison campus libraries, technical college system libraries, public library systems, and Wisconsin state government libraries, increased from 971,516 in 1999 to 1.3 million in 2001.

- Wisconsin public libraries and public library trustees were given new tools to help them better serve the state's citizens. LSTA funds were used to support the work of task forces that helped develop publications such as the *Wisconsin Public Library Trustee Handbook* and the *Wisconsin Public Library Standards*.

- LSTA funds were used to support an initiative for library services for youth with special needs that resulted in a statewide plan—*Public Library Services for Youth with Special Needs: A Plan for Wisconsin*—and funding for three years for public libraries and public library systems to implement services recommended in the plan. Kathleen de la Pena McCook and Rachel Meyer authored an article on public libraries and community initiatives for youth development that appeared in the September-October issue of *Public Libraries*. Citing the Wisconsin plan, they said it "...bears special attention for its inclusiveness and proactive advocacy for the needs of youth. ■

AV Notes

New PLA cassettes, new CCBC video, and R&LL and DPI web document updates

by Willeen Tretheway, Audiovisual Services Librarian
Reference and Loan Library

This year's Public Library Association national conference cassettes and this year's CCBC "Choices" video are now available for loan from the Reference and Loan Library (R&LL). And two documents on the Department of Public Instruction (DPI) website that are of interest to educators and librarians have been updated.

As a service to Wisconsin's library community, the R&LL has available for loan audiocassettes of the programs recorded at the 9th National Conference of the Public Library Association (PLA). This biennial conference was held March 12-16 in Phoenix.

Seventy-three sessions were recorded, covering a variety of subjects and issues of interest to librarians, library support staff, administrators, trustees, and friends. Although presented to audiences of primarily public librarians, many of the programs contain information, practical advice, and descriptions of actual library experiences useful to those in other types of libraries as well. Topics include electronic reference, reading and literature, the Internet, website design, mentoring, serving diverse clienteles, staffing and personnel administration, working with teens, working with consultants, developing partnerships, local records collections, intellectual freedom, ethics, library programming, library advocacy, and much more.

A list of the program titles from the 2002 PLA national conference, as well as a list of titles from the 2000 PLA national conference that also are available for loan, may be found on R&LL's website at www.dpi.state.wi.us/dpi/dltcl/rll/indav.html. For descriptions of the programs, names of participants, and program handouts from the 2002 conference, see the PLA website at www.pla.org/conference/conf02/prelimindex.html.

CCBC Choices

The VHS videocassette recording of this year's Cooperative Children's Book Center (CCBC) "Choices" event also may be borrowed from the R&LL. *CCBC Choices 2002* is a two-part live

video recording of the March 9 program in which CCBC director Ginny Moore Kruse and staff members Kathleen T. Horning, Megan Schliesman, and Merri V. Lindgren introduced the annotated bibliography also titled *CCBC Choices 2002*. At this year's annual event, made possible by the Friends of the CCBC, they displayed and discussed some of the books published in 2001 that are recommended by the CCBC professional staff. Part one of the video presentation, "Choices for Older Readers," is 90 minutes long, and part two, "Choices for Younger Children," is

67 minutes. A copy of the printed bibliography accompanies the videocassettes. This video will be of special interest to librarians working with children and young adults and to others interested in literature for youth.

Ask for video number VHS V-7295 (025796).

Videos and audiocassettes may be borrowed from R&LL through regular interlibrary loan channels. If desired, videos may be borrowed by libraries and media centers of all types, organizations, teachers at kindergarten through 12th-

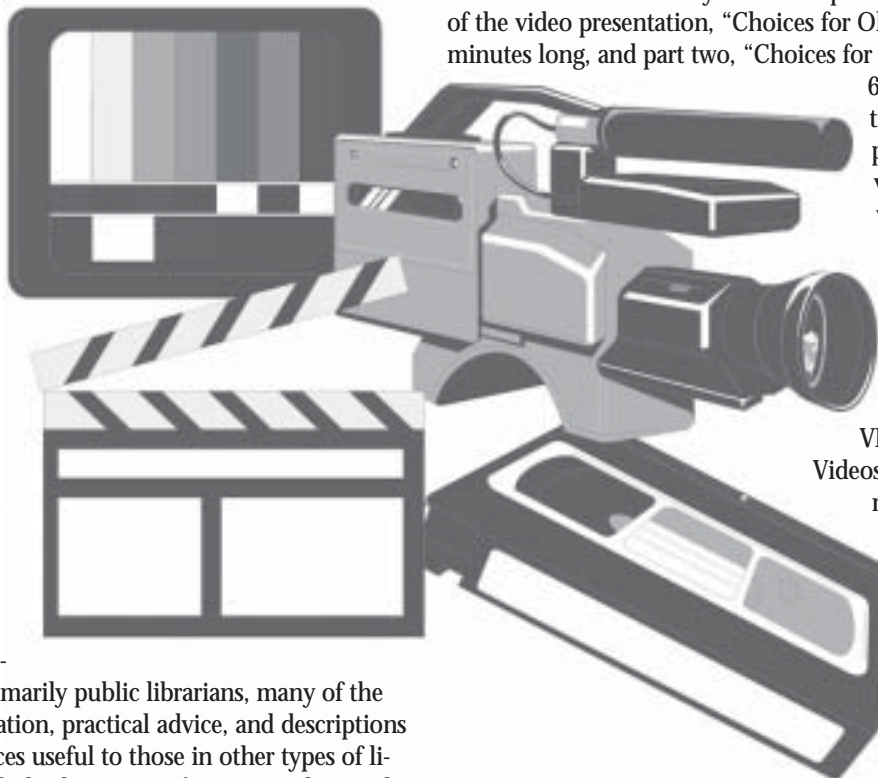
grade schools, faculty and staff at academic institutions, and state agency employees by contacting Reference and Loan directly. The R&LL phone number for direct video requests is (608) 224-6169 or (888) 542-5543. The fax number is (608) 224-6178 and the e-mail address is rllill@dpi.state.wi.us. All other users, including individual borrowers, should request materials on interlibrary loan through their public library.

R&LL Documents

A revised and updated version of *Native Americans: Audiovisual Materials Available for Free Loan from the Wisconsin Reference and Loan Library* has been posted on the Reference and Loan Library's website at www.dpi.state.wi.us/dltcl/rll/pdf/nativeamericansav.pdf. This is an annotated list containing descriptions of videocassettes, slides, filmstrips, 16mm films, kits, cassettes, LP records, and compact discs on Indians of North,

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May-June 2002



Members will provide guidance on use of grant funds Ed Tech advisory committee named

State Superintendent Elizabeth Burmaster appointed educators and education technology professionals from throughout the state to an advisory committee that will provide guidance on the use of grant funds under the Enhancing Education through Technology program, part of the reauthorized Elementary and Secondary Education Act (ESEA).

The State Superintendent's Ed Tech Advisory Committee will examine Wisconsin's existing state and local education technology plans to determine what enhancements may be needed to meet requirements in the No Child Left Behind Act. The new law requires that states and localities have a comprehensive system to use technology effectively in their elementary and secondary schools. Additionally, the committee will advise on how technology grant funds can be used to:

- improve student achievement;
- expand professional development to integrate education technology into curriculum;
- encourage or expand initiatives that increase access to technology, especially in high need areas; and
- establish, support, and maintain an effective educational technology infrastructure.

The advisory committee will meet May 30 in Wisconsin Dells. Members are:

- Sharon Ellner, technology director, Pulaski School District;
- Ann Hains, associate dean and professor, UW Milwaukee School of Education;
- Gordon Hanson, IT Management Consultant, TEACH Wisconsin, Madison;
- Bob Houts, technology director, Wausau School District;
- S. Kathleen Johnson, teacher education faculty, Viterbo University, La Crosse;
- Tammy Kapp, elementary coordinator, Elmbrook School District;
- Kevin D. LeQue, teacher, Hillsboro

High School;

- Ron Rochon, associate dean and School of Education director, UW-La Crosse;

- Connie Rutledge, principal and technology director, Bonduel School District;

- Sue Selbin, consultant, CESA 11,

Turtle Lake;

- Kathy Swope, technology project director, Milwaukee Public Schools; and
- Gerald Trochinski, district administrator, Westby Area School District.

Department of Public Instruction staff support will be provided by Neah J. Lohr, director of the Instructional Media and Technology Team, and Robert Roy, Ed Tech Program consultant. ■

AV Notes—from page 10

Central, and South America, that are owned by, and available for free loan from, the Reference and Loan Library. The 67-page document is in portable document format (pdf) and is suitable for printing.

The list was compiled as a browsing aid for the convenience of teachers, librarians, program planners, and others wishing to borrow audiovisual materials on Native Americans. It was first posted on R&LL's website in February 2001, and the revised document of April 2002 contains descriptions of some additional videocassette and audiocassette programs. There are over 200 VHS videocassettes plus some programs in other visual formats, and over 150 audio recordings. Video programs are on history, arts and crafts, traditional and contemporary culture and lifestyle, government, treaty rights, sovereignty, relations with other cultures and populations, efforts to preserve traditional values, and more. Audio recordings include documentary programs, music, stories and legends, and Native American language instruction.

To accommodate advance previewing and class and other program scheduling needs, R&LL will accept requests to book its videos and other visuals for specific use dates. Further borrowing information is included with the list. This mediagraphy was introduced and is further described on page seven of the March-April 2001 issue of *Channel* (www.dpi.state.wi.us/dltcl/eis/pdf/chn3704.pdf).

Also revised in 2002 is the brief information sheet *Performance Rights for Copyrighted Videorecordings: Frequently Asked Questions*. This document appears on the DPI Library & Statistical Information Center's website at www.dpi.state.wi.us/dltcl/lbstat/coplicen.html.

It was originally prepared by the DPI's internal staff copyright committee in 1999 following inquiries to the Department from teachers and others in Wisconsin schools about video performance rights and licensing services. It is offered as an information resource and should not be considered legal advice or as endorsement of any company.

Performance Rights for Copyrighted Videorecordings: Frequently Asked Questions explains what is meant by "public performance" and "home use only," and defines the "face-to-face teaching exemption." It suggests ways to determine the viewing rights of a videorecording and when a school or library might consider obtaining licensing to use home-use-only videorecordings for public performance. For convenience, it provides the names and addresses of some licensing sources and suggests some questions to ask when contacting them. Name and address information for licensing sources has been updated in the revised document. This information sheet was introduced and is further described on page nine of the November-December 1999 issue of *Channel* (www.dpi.state.wi.us/dltcl/eis/pdf/chn3502.pdf). ■

Lakeshores Library System and LSTA Youth With Special Needs grants

by Rhonda Puntney
Lakeshores Library System

The noncompetitive Library Services and Technology Act (LSTA) Youth With Special Needs grants have allowed Lakeshores Library System (LLS) to provide programming and services to the Spanish-speaking population in our service area, which includes Racine and Walworth Counties. According to the 2000 census, the number of Spanish-speaking residents has grown 66 percent in Racine County and 204 percent in Walworth County from 1990 to 2000. This is approximately 15,000 people in Racine County and 6,200 in Walworth County.

Two of the LLS non-competitive grants—2000's "Usa la Biblioteca" and this year's "Library Services to Latinos"—specifically focused on Hispanic youth and their families. The 2001 grant, "Programming and Services for At-Risk Youth" gave individual libraries flexibility in selecting projects and partnering with agencies that fell within the LSTA parameters.

2000

The "Usa la Biblioteca" grant provided funding to member libraries to purchase bilingual and Spanish language children's, juvenile, and young adult books, as well as a limited number of audio books and videos. A translator was hired to translate library card applications, policies, and brochures into Spanish for each of the LLS member libraries. Lists of library resources, including bibliographies, library phrases, and the Dewey Decimal System, all in Spanish, also were compiled. This information was put into binders that were sent to each member library to be kept at the circulation or reference desk. A workshop on serving patrons from Hispanic cultures was held, and several titles addressing the needs of Spanish-speaking youth in libraries were purchased for the LLS professional collection.

Our LSTA grant included "mini-grants" that provided funds to purchase bilingual and Spanish language materials for 10 of the 15 member libraries that applied for and received funds. Addi-

tionally, six of these libraries held open houses with a bilingual storyteller and interpreter to publicize the purchase of these materials. Five of the open houses

recorded an average attendance of 15 patrons, and the largest (in Racine) attracted more than 80 attendees.

Most of the libraries reported an increase in library use by Hispanic patrons, and most libraries reported that the bilingual and Spanish language materials were circulating on a regular basis.

2001

Our LSTA mini-grant participation increased to 13 libraries with the "Programming and Services for At-Risk Youth" grant in 2001. These libraries were able to survey their communities and

select projects to meet local needs and form partnerships with schools and agencies. Grant activities included after school programs for kids of all ages, working with reluctant readers, and continuing with projects they started in 2000 for Spanish-speaking youth and their families. Each participating library received approximately \$950 to spend on library materials and programming in their community.

Two workshops were held in conjunction with the grant. The first was on delivering library services to children with disabilities, and the second on suc-

cessful collaboration with schools. Libraries receiving mini-grants were required to send one or more staff members to these workshops.

At the end of the year, participating libraries were asked to evaluate their projects by describing the project and any partnering agency's involvement, outcomes, continuation of the project, and how the project was publicized and marketed to the target audience.

2002

Many of the activities for this year's LSTA grant "Library Services to Latinos" are underway. Our first project was a six-week conversational Spanish class for library staff, held at locations in

Please see Lakeshores—on page 14



Lakeshores Library System has used Library Services and Technology Act (LSTA) Youth With Special Needs grants to provide much-needed programming within its service area. Funds also are used to provide a children's program called Storywagon.

WAPL spring conference report

by Peg Branson, Consultant
LSTA and Continuing Education

Close to 300 public librarians and trustees attended the Wisconsin Association of Public Libraries (WAPL) session in Wausau May 1-3, following the theme "Face to Face @ Your Library."

Attendees chose from sessions on a variety of topics, including the use of GIS to map library funding and use; collecting and using data in public library settings; adaptable story times; using electronic resources in public libraries; young adult programming; notable genre books; job descriptions and wage comparisons; and assisting patrons in the use and evaluation of information and information technologies. Conference attendees were treated to receptions at the Leigh Yawkey Woodson Art Museum, which had a special Picasso exhibit, and the Marathon County Public Library, which featured the "Librariana" collection of Larry Nix from the DLTCCL.

Keynote speaker Peggy Barber, formerly associate executive director for communications for the American Library Association (where she managed the marketing and communications programs), challenged the audience to be passionate about libraries. She said individuals can and do make a difference – so sign up for the sales force.

Keith Curry Lance—a nationally recognized expert on library research and the use of statistics to assess needs, justify budgets, and plan, market and evaluate programs and services—presented two sessions at the conference. Lance is the director of the Library Research Service, a unit of the Colorado State Library operated in partnership with the University of Denver Library and Information Science Program. A co-founder of the Steering Committee of the Federal-State Cooperative System (FSCS) for Public Library Data in 1989, he guided the development of data collection standards. Lance's attendance at the WAPL program



Cal Potter, DLTCCL Administrator, and others at the opening session of the conference.



Keith Lance, Colorado State Library, presented two sessions at the conference. He is pictured with Mary Bethke, director of the Marathon County Public Library.

was paid for through a training grant from the National Center for Educational Statistics (NCES) awarded by the National Commission on Libraries and Information Science.

State Supreme Court Justice Ann Walsh Bradley, the Friday luncheon speaker, provided an overview of the workings of the Wisconsin Supreme Court. Bradley also captivated the audience with her story behind the story of the writing of the recent New York Times best selling book, "Flags of Our Fathers," written by her brother-in-law James Bradley. The book recounts the life stories of the six men who raised the flag on Iwo Jima in the winter of 1945. One of those young Americans was John Bradley, a Navy corpsman and the father of James Bradley and father-in-law of Justice Bradley.



Peggy Barber, former associate executive director for communications for the American Library Association, gave the conference keynote address.

Sonja Ackerman, Marathon County Public Library, chaired the conference planning committee and Diana Anderson, Olson Memorial Library in Eagle River, was the program chair for the conference. Pamela Nyberg Kiesner is the 2002 chair of the Wisconsin Association of Public Libraries. ■

■

Leadership Conference draws 250

by Neah J. Lohr, Director
Instructional Media and Technology

Over 250 educators gathered in late March to hear what the new guide, *Information & Technology Literacy: A Collaborative Planning Guide for Library Media and Technology* contained. After a welcome by Deputy State Superintendent Anthony Evers, an introduction to the various chapters contained in the guide was presented by Roslynn Kiefer, Director of Instruction at Foxpoint-Bayside who served as the task force chair.

The keynote speaker, Jean Donham, professor of library science at Cornell College in Mount Vernon, Iowa, focused not only on collaboration but accountability and assessment. She explained the roles of the media specialist, the technologist, teachers and principal, and norms of collaboration. She also provided the Cornell Collaborative Model. Regarding assessment, Donham provided several reasons for doing so, such as to improve perfor-



Becki George of Rice Lake (standing) leads a work group during the Leadership Conference. George was a member of the task force that created "Information & Technology Literacy: A Collaborative Planning Guide for Library Media and Technology."

mance to promote student growth; to improve instruction and make instructional decisions; to recognize accomplishment

by evaluating student achievement; and to modify the program, which is accomplished through evaluation.

Attendees met in groups of like-size districts to share success stories and to discuss such questions as:

- How can the library media and technology program be more directly related to increasing student achievement?
- What steps will you need to take in your district/job to begin to implement the planning and collaboration recommendations in this document as explained in the overview?
- What mechanism is in place, or what do you need to do, to begin a student assessment program as described by Donham?

A recorder for each group reported back to the entire group and Donham then provided a summary of the day along with next steps presented from the interactive sessions. Task force members and DPI staff addressed questions posed during the day.

Facilitators for the breakout sessions were: Helen Adams, Rosholt; Tom Ward, La Crosse; Roslynn Kiefer, Foxpoint-

Please see Leadership—on page 16

Lakeshores—from page 12

each county. Staff participating in these classes gained the ability to understand basic spoken Spanish and reply appropriately to Spanish-speaking library patrons.

Access to the Spanish language periodical database, *Informe*, has been purchased. The database is online via the LLS website, and is available in English and Spanish versions. Over 100,000 articles from 30 Spanish language periodicals are provided in full text. The material is updated daily and includes popular titles as well as reference sources. Bilingual bookmarks have been created by the staff at Lakeshores and distributed to the libraries to publicize *Informe*. Additional bookmarks are being printed for distribution to community agencies serving Spanish-speaking citizens.

One of the services LLS provides to its member libraries each summer is a series of children's programs called Storywagon, which was started in the mid 1980s with a Library Services and Construction Act (LSCA) grant. One of this year's Storywagon performers will entertain library audiences with a bilingual program of story telling in Spanish and English. Ten thousand copies of the Storywagon flyer have been printed and distributed to the libraries. It also will be translated into Spanish and distributed to the libraries and agencies in the next month.

Lakeshores Library System plans additional activities with LSTA funding which include updating the Spanish language resources binder, dubbing brief library informational videotapes into Spanish, and cosponsoring a workshop this fall with Waukesha County Federated Library System.

For more information about the Lakeshores Library System LSTA Youth With Special Needs grants, contact Rhonda Puntney at (262) 514-4500 ext. 67. ■

PR @your library

by John Thompson, PR Chair
Wisconsin Library Association

With an increasing need to get the word out about libraries in Wisconsin, the Wisconsin Library Association (WLA) Public Relations Committee is developing a Public Relations “tool kit” website for Wisconsin library staff to help them promote libraries of all types in Wisconsin. Current “tools” on the website include:

- Public Relations websites: www.wla.lib.wi.us/committees/pr/sites.html—Informative sites to help your local PR efforts.
- Promoting Yourself and the Library: www.wla.lib.wi.us/committees/pr/prsample.html—Sample releases promoting your attendance at library conferences, seminars, election results, and promotions. It includes WLA award winners, too.
- Writing a News Release: www.wla.lib.wi.us/committees/pr/prsample.html—This page includes quick tips for writing news releases, including samples.
- Making Local Contacts: www.wla.lib.wi.us/committees/pr/contacts.html—Tips for making connections in your community or library.
- PR Sample of the Month: www.wla.lib.wi.us/committees/pr/example.html—Check out some of the best examples of PR work in the State of Wisconsin, as selected by your peers.
- Website of the Month: www.wla.lib.wi.us/committees/pr/websitesmarch.html—Check out some unique programs and services in Wisconsin and beyond.

The WLA Public Relations committee chose to develop the “tool kit” for libraries to use on the local level instead of attempting to create a statewide slogan campaign. The cost of billboards, posters, and related materials was too expensive for the committee to undertake at this time.

The WLA Public Relations committee will continue to evaluate statewide public relation efforts on a regular basis. Members are currently attempting to develop some public service announcement spots for use on radio and television.

In addition, the WLA Public Relations Committee invites all Wisconsin libraries to join the American Library Association in its campaign for America’s Libraries. Information can be found at <https://cs.ala.org/@yourlibrary/>.

This campaign focuses on getting the word out about America’s libraries on a national level as well as provides tools for libraries at the local level. The “@your library” logo brand can be adapted for local PR and programming efforts such as Finding a Job @your library, Let’s Cook @your library, Electronic Resources @your library, or Simplify Your Life@your library.

For Example, Let’s Cook @your library can be used to highlight a display of cook

books at the library, as a header on a bookmark, or to invite a local chef for a cooking demonstration at the library.

The ALA also has materials to help promote libraries using the @your library slogan, including sample press releases and public service announcements at <https://cs.ala.org/@yourlibrary/tools.cfm>. Additionally, their graphic catalog (at http://alastore.ala.org/SiteSolution.taf?_sn=catalog&_pn=sub_category&_op=43) also features a variety of print materials, including bookmarks, posters, shirts, pencils and more with the @your library logo.

ALA also has a variety of partners that are promoting the use of the @your library logo, including Woman’s Day Magazine featuring its “Put It in Writing @your library” essay contest featured in the March 12, 2002 issue. Major League Baseball is working to promote literacy with its “Hit a home run @your library.” More information on new programs can be found at <https://cs.ala.org/@yourlibrary/whatsnew.cfm>.

Helpful tips on getting started for public libraries, corporate libraries, school libraries, and university libraries can be found at <https://cs.ala.org/@yourlibrary/gettingstarted.cfm>.

Statewide efforts include the past two years of using the @your library as part of the statewide Culver’s coloring event—“Spark your imagination @your library” (2001) and “Be a hero @your library” (2002), as well as the WLA’s use of the slogan “Leaders, Educators and Advocates @your library” on its conference banner. Other examples from across Wisconsin and the United States can be found at <https://cs.ala.org/@yourlibrary/participating.cfm>.

The WLA Public Relations Committee would like to see the Wisconsin Library community embrace the @your library slogan, and committee members will present a program at the Fall 2002 WLA conference providing tips and examples from Wisconsin Libraries on using the slogan to promote local libraries.

To offer suggestions to the WLA Public Relations Committee on improving the Public Relations efforts in Wisconsin, or for more information, contact John Thompson, WLA PR Chair at (608) 643-8318 (jtpdplib@scls.lib.wi.us), or at Prairie du Sac Public Library, 560 Avenue, Prairie du Sac, WI 53578. ■

Calendar

July 31-Aug. 1	WiLSWorld Conference, Pyle Center, UW-Madison.
Aug. 20	Library Issue Discussion Group meeting, Madison.
Sept. 13	Council on Library and Network Development meeting, Madison.
Sept. 20	Library and Information Technology Advisory committee meeting, Madison.
Oct. 8-10	Governor’s Wisconsin Educational Technology Conference (GWETC), Madison.
Nov. 13-14	Library Services and Technology Act Advisory Committee meeting, Madison.
Nov. 18	Council on Library and Network Development meeting, State Historical Society, Madison.
Dec. 13	Library and Information Technology Advisory committee meeting, Madison.

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

COLAND meets in West Bend

by Larry T. Nix, Director
Public Library Development Team

The Council on Library and Network Development (COLAND) met May 10 at the West Bend Community Memorial Library. The Council is meeting around the state to gain a better perspective of the needs of Wisconsin's libraries. Michael Tyree, director of the West Bend Community Memorial Library, welcomed COLAND members. He later gave the Council a tour of the newly renovated and greatly expanded West Bend library building.

The Council heard a presentation on the Friends of Wisconsin Libraries (FOWL) from Sister Mary Ellen Paulson who is president of the organization. She indicated that FOWL is a grassroots organization that includes both individuals and Friends of Library groups throughout Wisconsin. FOWL is an affiliate of the Wisconsin Library Association (WLA), and is also a member of Friends of Libraries USA (FOLUSA). Visit FOWL online at <http://cheesestate.com/friends/>.

Greg Crews, president of the Wisconsin Library Trustee Association (WLTA), told members about that organization, which is the second largest division in WLA. Its board is made up of one representative from each of the 17 federated public library systems. Trustee education is the primary mission of WLTA, and more in-

formation is available online at www.wla.lib.wi.us/wlta/index.html.

Peg Branson, the LSTA and continuing education coordinator for DLTCL, briefed the Council members on Wisconsin's five year evaluation of LSTA (1997-2002) and on the preliminary 2003-2007 five year plan (see articles on pages one and seven). The evaluation has already been submitted to the Institute for Library and Museum Services (IMLS). The five-year plan is not due until the end of July

2002, and DLTCL still is soliciting comments. The evaluation and preliminary plan can be found at www.dpi.state.wi.us/dpi/dlcl/pld/lsta.html. The Council adopted a motion to send a letter to IMLS endorsing the five-year evaluation, and members will review the five-year plan again at their July meeting.

Sally Drew, director of the Interlibrary Loan and Resource Sharing Team, reported to the Council that discussions are underway in regard to possible expansion of the BadgerLink databases. Information on BadgerLink can be found at www.badgerlink.net/blinfo.html. ■

Leadership conference—from page 14



Roslynn Kiefer, director of instruction for Foxpoint-Bayside Schools, talked about the importance of collaboration between teachers and library media and technology staff.

Bayside; Becki George, Rice Lake; Anne Oakley, Cambria-Friesland; Jim Klein, DPI; and Pam Penn, Milwaukee Public Schools.

All of the individuals that helped produce the new guide were given certificates of appreciation.

Each conference participant received a copy of the new document, which is intended to be used as a guide to plan one unified district program to provide library media technology services to the students. ■

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