Circulation tops 50 million items in 2001

Public library service levels show significant gains

by Al Zimmerman, Consultant
Public Library System Administration & Finance

Each year, Wisconsin's Public Libraries submit data to the Department of Public Instruction (DPI) describing their holdings, financing, staffing, and activities. Information provided by the state's 387 public libraries and 17 regional public library systems for 2001 (all of Wisconsin's public libraries and counties are currently public library system members) show major changes in service levels from 2000, including the circulation of more than 50 million items for the first time in history. This reflected a 7.2 percent increase over 2000.

This increase, the largest in over a decade, follows several years of consistently stable total circulation for the state. Increases were recorded for all library population sizes and were evenly distributed between adult and children's materials. The circulation increase was matched by a 5 percent increase in library visits, which totaled 29.4 million in 2001. Reference requests from libraries reporting for both 2000 and 2001 showed a 2 percent increase. Wisconsin ranks 10th nationally in circulation per capita. (See Figure 1 on page 4)

Interlibrary loans, which are requests sent from one library to another for materials not available locally but wanted by a library user, continued double-digit growth, increasing 22.5 percent over 2000 to 2.9 million items loaned. Interlibrary loan activity appears to be lead by libraries with shared automated circulation systems. Currently two-thirds of Wisconsin residents are served by public libraries that participate in such circulation systems. The increased interlibrary loan traffic has caused a corresponding expansion of the statewide interlibrary delivery service. Wisconsin ranks third nationally for interlibrary loan activity per capita. (See Figure 2 on page 4)

Attendance at library programs also showed substantial growth, increasing 5 percent over 2000 to 1.4 million. This increased was due in part to a 10 percent increase in the number of adult programs and attendance. Attendance at the 43,000 library programs for children and young adults was over 1.2 million, an increase of over 4 percent over 2000.

Over half of Wisconsin's public libraries are located in communities with populations of less than 2,500. The 72 largest public libraries, those in communities with populations over 10,000, serve 70 percent of the state's residents. Although the 33 public libraries in communities over 25,000 population constitute 8 percent of all libraries, they serve 54 percent of the state's population. The 264 public libraries in communities under 5,000 population (two-thirds of all libraries) serve less than 20 percent of the state's population. Of the 387 libraries, 341 are municipal public libraries, 23 are joint municipal libraries (combinations of cities, villages and towns), two are joint city-county libraries, and six are tribal libraries. In addition, there are seven consolidated county library services, with the county library primarily responsible for providing public library services within the county. Eight counties supple-

SLP Reader Winners

State Superintendent Elizabeth Burmaster and DLTCL Administrator Cal Potter are pictured drawing the grant-prize winner of the Summer Library Program's Green Bay Packers autographed football. For the complete list of winners, see page 3.

State Superintendent's Task Force on Public Library Legislation and Funding completes work

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

The Public Library Legislation and Funding Task Force has completed its work after spending many hours deliberating issues facing public libraries and library systems. I was very pleased to have participated with such a fine group of individuals concerned about the well-being of library services in Wisconsin. As you will see from the membership listing included with this article, we had representation from a variety of library interests providing for healthy input and vigorous discussions. The final report reflects those active deliberations and the quality of effort put forth by the members. I want to thank the Task Force members for their fine work.

Cal Potter

Appreciation also is due to Larry Nix, our Public Library Development Team director, Team members Mike Cross and Al Zimmerman, and Interlibrary Loan and Resource Sharing Team Director Sally Drew for providing their organizational skills, knowledge, and the working papers that helped make the Task Force a productive one. For those wishing to learn more about the topics deliberated and decisions made, all of the issues papers are available at www.dpi.state.wi.us/dltcl/pld/liblegis.html.

State Superintendent Elizabeth Burmaster appointed the Task Force in March of this year, and with the completion of its work, I transmitted to her and her agency Cabinet the final recommendations. She charged the group with undertaking a review of legislation and funding issues relating to public libraries and public library systems and with making recommendations for consideration in developing the Department of Public Instruction's 2003-05 budget and legislative requests. The final report accomplishes that goal.

In carrying out its charge, the task force met five times, holding its final meeting on Aug. 15. It also held a hearing at the Wisconsin Association of Public Libraries conference in May. During its deliberations, task force members were guided by the 17 issue papers and two background papers developed by DPI staff. These pa-

Channel Contents

Omro girl wins autographed Packers football

The winner of the Green Bay Packers autographed football, the grand prize in this year's Summer Library Program drawing, was seven-year-old Elizabeth Nagorny of Omro. She entered the contest at the Omro Public Library in the Winnefox System.

Other Summer Library Program participants won Packer Hall of Fame passes, which were mailed to their respective systems for distribution to the winners. Recipients also received a letter of congratulations from the State Superintendent Elizabeth Burmaster.

Winners of the Packers Hall of Fame passes, and the library at which they entered, are as follows.

- Shaina Badtke, 12, De Pere Branch of the Brown County Library System, Nicolet Federated Library System
- Ben Carpenter, 8, Horicon Public Library, Mid-Wisconsin Library System
- Justin Davis, 11, Dane County Bookmobile stop in Roxbury, South Central Library System
- Kayla Deharde, 6, Delavan Aram Public Library, Lakeshores System
- Connor Harbour, 8, Oscar Grady Public Library, Eastern Shores
- Cash Hickethier, 6, Balsam Lake's Polk County Federated System Library, Indianhead Federated Library System
- Jordan Kohl, 11, Janesville's Hedberg Public Library, Arrowhead Library System
- Jessy Last, 12, Cudahy Public Library, Milwaukee County Federated Library System
- Kayla Malouf, 10, Strum Memorial Library, Outagamie Waupaca System
- Philippe Meister, 10, North Lake Town Hall Library, Waukesha County Federated Library System
- Carver Phillips, 6, Lawton Memorial Library, Winding Rivers Library System
- Courtney Retlich, 6, Kiel Public Library, Manitowoc-Calumet System
- Alexandra Schmidt, 6, Kenosha Public Library, Kenosha County Library System
- Danielle Slattery, 10, Drummond Public Library, Northern Waters Library Service area
- Elizabeth Turner, 10, Marathon County Public Library, Wisconsin Valley Library Service area
- Madison Vande Hey, 7, Boscobel Public Library, Southwest Wisconsin Library System ❚❚

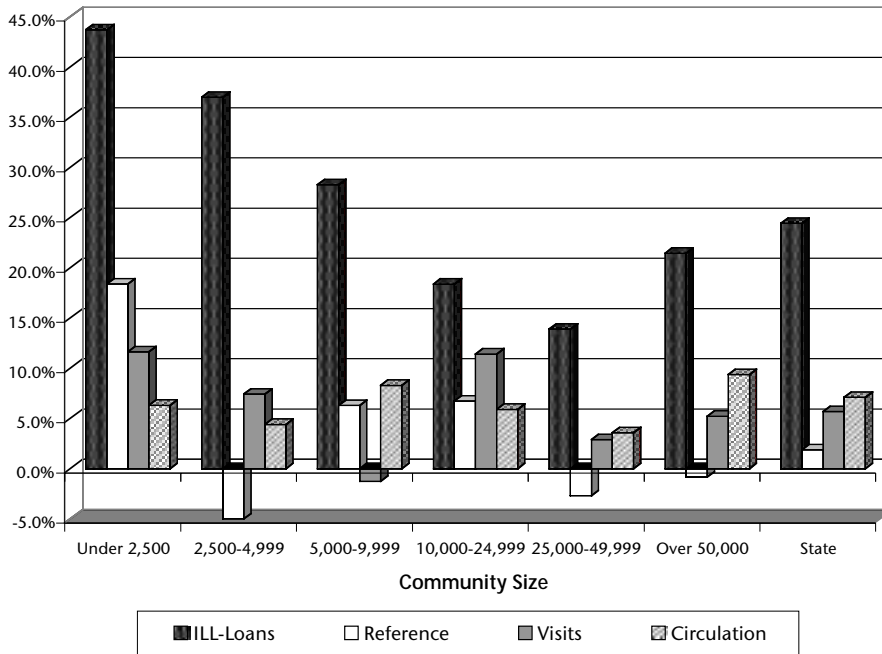## Division for Libraries, Technology, and Community Learning

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　Resource Sharing Technology 224-6179
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　Government Services 224-6165
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　Reference and Interloan 224-6168
Willeen Tretheway
　Audiovisual and Technical Services 224-6171
Terry Wilcox
　Interlibrary Loan Services 224-6163
Garrett Erickson
　WISCAT User Support 224-5394

To send e-mail, use the following format (all lowercase letters):
firstname.lastname@dpi.state.wi.us

Wisconsin Child Care Information Center
Lita Haddal, Director .... (800) 362-7353 or (608) 224-5388

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/
　Kathleen Horning, Acting Director .... (608) 263-3720

Service levels*–from page 1*

Figure 1

Service Output Measures
Change from 2000 to 2001

Community Size

■ ILL-Loans □ Reference ▨ Visits ▨ Circulation

by 15 percent to 875,000 (5th per capita nationally). Electronically formatted materials in public library collections totaled over 46,000, a 20 percent increase. Public library periodical subscriptions remained at the 2000 level of 61,000. Statewide total expenditures for public library materials totaled $23.6 million an increased of 2 percent over 2000. Wisconsin ranks 17th national in collection expenditures per capita.

Total public library and system staffing remained at the 2000 level of 3,164 full time equivalent (FTE) employees. Of all staff, 690 FTEs held master's degrees from a program of library and information studies accredited by the American Library Association. Including those with master's degrees, 1,250 FTE staff held the title of librarian and 1,914 FTE were classified as support staff. Wisconsin ranks 18th in total staff and master's degree librarians per capita. The total annual public service hours open for all public libraries, branches, and bookmobiles stayed at just over 1 million service hours open. Total staff costs, including salaries, wages and benefits, increased to $119 million, 6.5 percent greater than 2000. Wisconsin ranks 17th nationally in salary and benefit expenditures per capita.

ment local library service with county library service organizations. (See Figure 3 on page 5)

Growth in the availability and use of electronic resources in public libraries continued in 2001. Almost all public libraries are now connected to the Internet, with 96 percent reporting public-use Internet computers or workstations. In addition to Internet access, 87 percent of all libraries report having locally provided access to electronic resources such as bibliographic or full-text databases or multimedia products. Libraries reported a 20 percent increase in electronically formatted materials in their collections and the availability of over 4,200 public-use computers or workstations, 2,900 of which provide Internet access, a 15 percent increase over last year. Wisconsin public libraries reported 125,000 users of electronic resources in a typical week.

Statewide, all categories of library collection materials increased over 2000. Print volumes owned increased 1.6 percent to 18.9 million volumes. In volumes per capita, Wisconsin ranks 21st nationally. Audio materials held increased over 7 percent to 868,000 (13th per capita nationally) and video materials held grew

Recently passed legislation requires counties to reimburse public libraries within the county a minimum of 70 percent of the cost of public library service provided to county residents without a local pubic library. This year's circulation statistics are consistent with previous year's reports and indicate that state-

Figure 2

Automated Circulation Systems in WI Public Libraries by Service Population 2002

Automated, not shared
31%

Not automated
2%

Automated, shared
67%
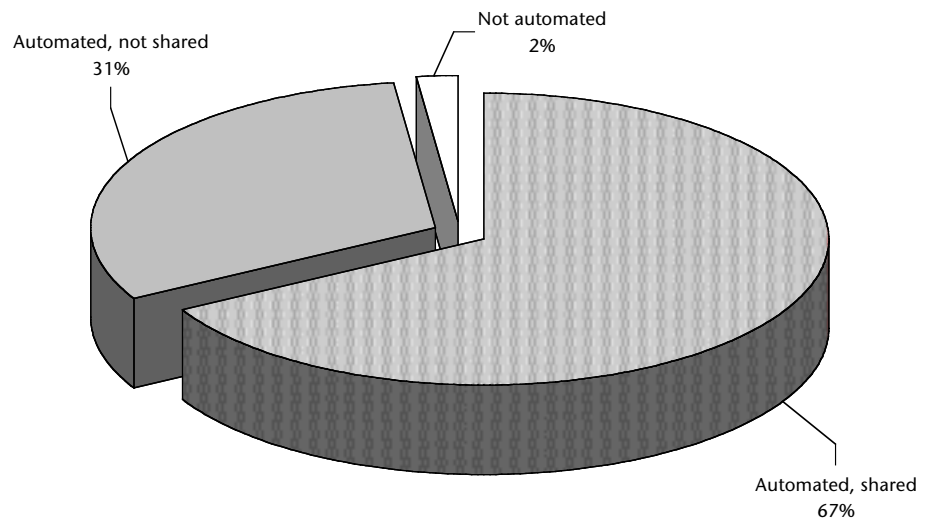
wide approximately one-third of all public library use is by persons residing outside the library's home community. Approximately one-fifth of all use is by residents from the library's county who do not have a local library. About 8 percent of all use is by residents who do have a local public library, but who choose to use another public library within the county. The remaining nonresident use is primarily by persons from neighboring counties or from within the library's public library system area (5 percent). Statewide, libraries reported that about 1 percent of use was by other state residents and out-of-state residents, although some libraries in tourist areas experienced relatively heavy use by these users. (See Figure 4)

Public library service in Wisconsin is provided through cooperative efforts at the state, public library system, and county and local levels. Considering funding only at the public library level, municipal government sources provide about two-thirds of all operating revenue and counties provide 21 percent of income. The remaining 13.2 percent of public library funding is from state (3 percent), federal (.5 percent) and other sources (9.7 percent). Public library operating expenditures for salaries, wages and benefits constitute 68 percent of all costs. Materials expenditures were 14 percent of the total and contractual and other expenditures make up the remaining 18 percent of public library spending. Of the funds expended by public libraries for library materials, 67 percent were for print materials, 14 percent was spent for subscriptions, 14 percent for audiovisual materials, and 5 percent bought electronic formatted and other materials. Wisconsin ranks 17th in operating expenditures per capita. (See Figure 5 on page 6)
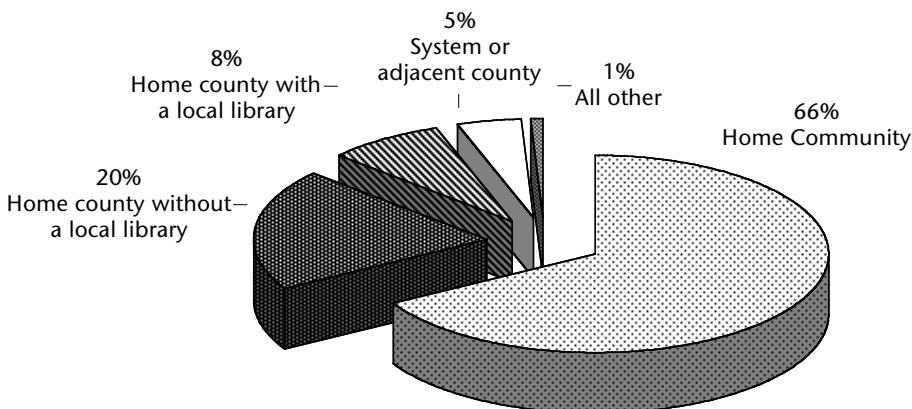
The per capita local and county tax support average for public library service in 2001 was $28.47, a 6.2 percent increase over 2000. Three-fourths of the state's population resides in communities with a local public library. These residents paid an average of $32.54 per capita for public library service in 2001, a 5 percent increase. The range of support varied greatly from under $2.14 capita to over $80 per capita. Those residents living in communities with no public library pay a county tax for public library service. These residents paid an average of $17.24 capita, up 14 percent from 2000 with rates ranging from $2.43 to $34.41 per capita last year. The county increase was due in part to the implementation of recent legislation requiring that counties reimburse public libraries for use by county residents who do not support a local public library.

The state average library service tax rate per $1,000 of assessed value decreased slightly to .549. Likewise, library community tax rates also showed a slight decline to .679, while nonresident tax rates increased to .277. (See Figure 6 on page 6)

Total expenditures for public library service in Wisconsin, including expenditures at the municipal, county, and public library system levels, were $174.3 million for 2001, an increase of 5.4 percent over 2000. Municipalities provided 59.5 percent of all operating income, counties contributed 20.6 percent, and state sources accounted for 9.3 percent. Federal funding, contract income, gifts, endowments, and all other income contributed the remaining 10.6 percent. In addition, public library capital outlays totaled $20.9 million for 2001, of which 80 percent was

Please see Service Levels—on page 6

Figure 3
Distribution of Public Libraries by Community Population

Figure 4
Public Library Use by User's Residence

September-October 2002

5

Figure 5

Public Library Operating Expenditures

Other
18%

Benefits
16%

Collection
14%

Print
67%

Subscriptions
14 %

AV
14 %

Electronic &Other
5%

Salaries
52%
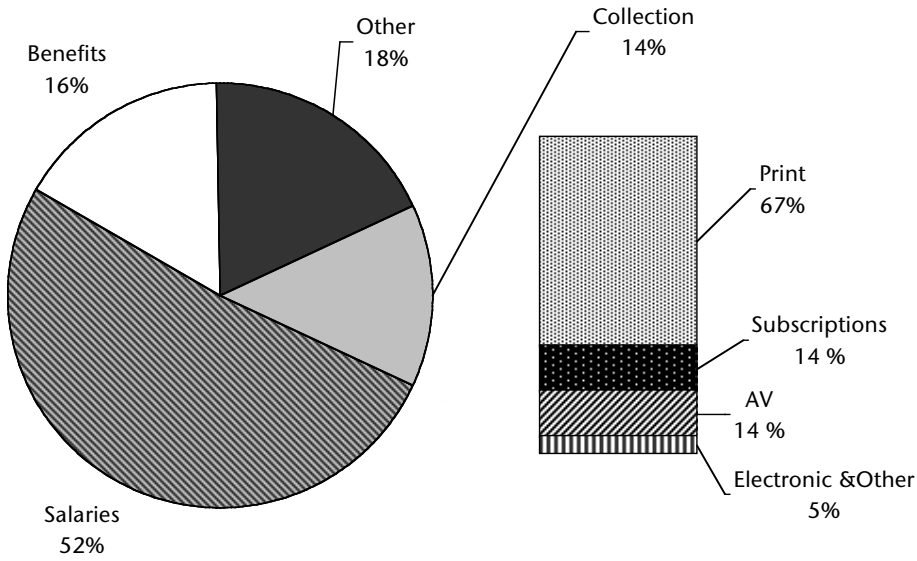
Service levels
from page 5

from municipal tax sources. (See Figure 7 below.)

Because state funding for systems has grown at a slower rate than local and county funding, the relative share of state funding to local and county funding has steadily declined over the last 10 years. Statutorily, state system aid appropriations are targeted at 13 percent of local and county expenditures in the previous year. The actual index achieved is presented in Figure 8 on page 7. ■■

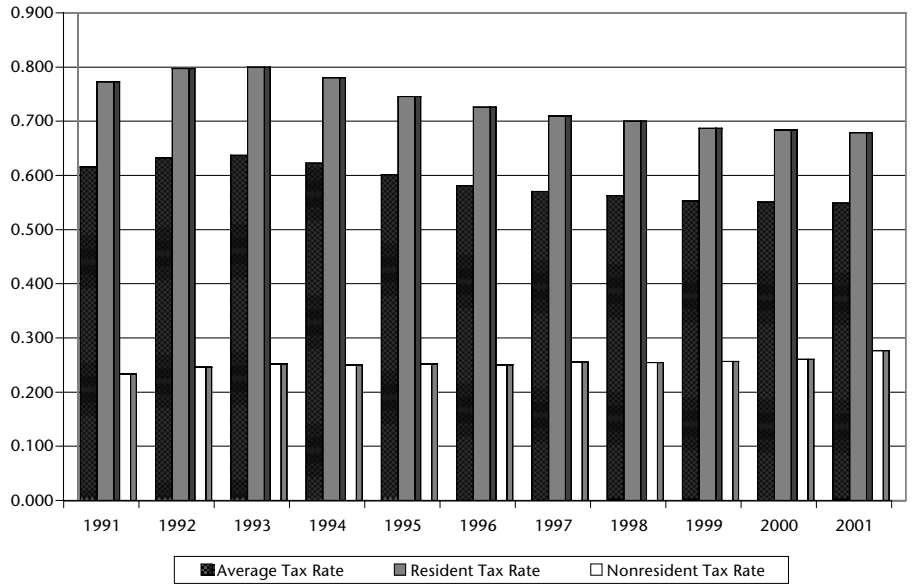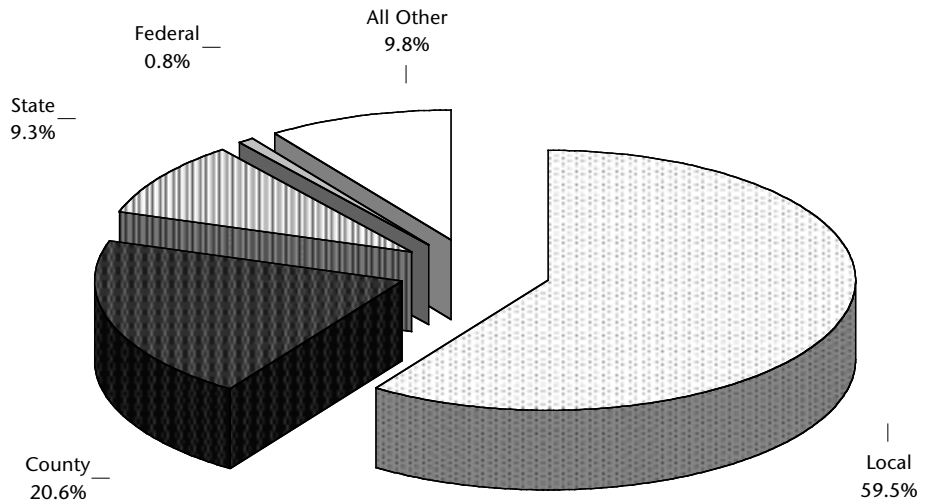Figure 6
**Public Library Tax Levy Per
$1,000 Equalized Value**

Average Tax Rate ⬛ Resident Tax Rate ☐ Nonresident Tax Rate

Federal
0.8%

All Other
9.8%

State
9.3%

Figure 7
**Public Library and
System Income Sources**

County
20.6%

Local
59.5%

Task force completes work—*from page 2*

pers were included with the task force recommendations. The issues were identified by task force members at their first two meetings, and all background information for the task force was posted on the website of the Public Library Development Team, as were task force meeting reports. Comments from the public library community were encouraged, and the comments received were shared with the task force and posted on the website. Members of the task force were diligent in their preparation for meetings and active in the discussion of issue papers at the meetings.

The public libraries and public library systems of Wisconsin have a significant impact on the quality of life available to the state's residents, but they are faced with many challenges. The task force sought to make recommendations that would help public libraries and public library systems meet these challenges. In the current state budget climate, it is difficult to arrive at recommendations that are both meaningful and realistic. I believe the task force did an admirable job of achieving this balance.

The next step is to have the 2003-05 State Budget and several pieces of legislation introduced during the next legislative session, advancing for public consideration, the fine work and recommendations of the Task Force. The next legislative session should be an interesting one, particularly since it will include a number of library law changes and improvements.

Task Force Membership
Chair, Calvin J. Potter, assistant state superintendent, Department of Public Instruction

Public Library System Representatives
Bernard Bellin, Lakeshores Library System
Ken Hall, Winnefox Library System (currently Fond du Lac Public Library)
Peter Hamon, South Central Library System
Thomas J. Hennen Jr., Waukesha County Federated Library System
David Polodna, Winding Rivers Library System

System Resource Library Representatives
Mary Bethke, Marathon County Public Library
Terry Dawson, Appleton Public Library
Kathleen Huston, Milwaukee Public Library
Karen Krueger, Hedberg Public Library, Janesville
Sharon Winkle, Mead Public Library, Sheboygan

Public Library Representatives
Rebecca Berger, Door County Public Library
Ann Hokanson, Prescott Public Library
Paul Nelson, Middleton Public Library
Robert Pfeiffer, South Milwaukee Public Library
James Trojanowski, Ashland Public Library

Legislative Representatives
State Senator Richard Grobschmidt, South Milwaukee
State Representative Stephen J. Freese, Dodgeville

Other Organizational Representatives
Karen Busch, Cuba City, Wisconsin Library Trustees Association
John Reid, West Bend, Council on Library and Network Development
Curt Wytinski, League of Wisconsin Municipalities

Division for Libraries, Technology, and Community Learning Staff
Mike Cross, consultant, Public Library Administration and Funding
Sally Drew, director of Interlibrary Loan and Resource Sharing
Larry Nix, director of Public Library Development
Al Zimmerman, consultant, Public Library System Administration and Finance ▐▌
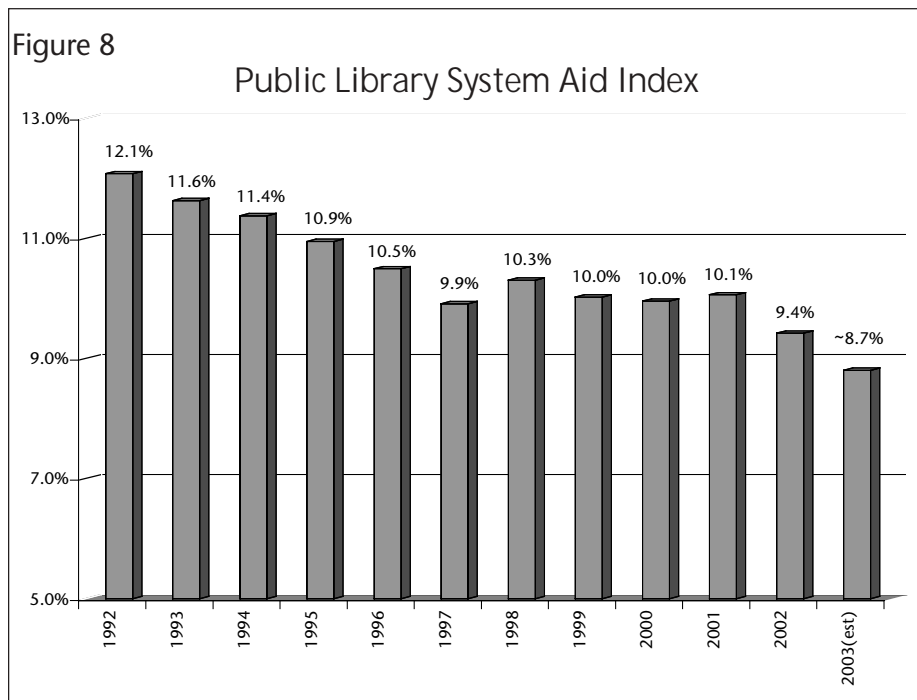
For more information about the work of the task force, visit www.dpi.state.wi.us/dltcl/pld/liblegis.html

Figure 8

Public Library System Aid Index

Year	Value
1992	12.1%
1993	11.6%
1994	11.4%
1995	10.9%
1996	10.5%
1997	9.9%
1998	10.3%
1999	10.0%
2000	10.0%
2001	10.1%
2002	9.4%
2003(est)	~8.7%

Audiovisual Wisconsin 2002
Programs celebrate Wisconsin history, culture

by Willeen Tretheway, Audiovisual Services Librarian
Reference and Loan Library

Each year new media programs are produced about Wisconsin. The state is rich in history and culture, and much of it has been recognized for its value and uniqueness and been documented for learning, enjoyment, and posterity. Described here are some recent videocassettes highlighting people, events, activities, and social concerns and changes in Wisconsin's past and present. There are programs on the state's early history, recreation, gardening, landmarks, cities and towns, the Ojibwe, and more. Also listed are some compact discs containing musical works about Wisconsin or featuring Wisconsin performers. A brief, non-evaluative description is provided for each title, and the addresses of producers or distributors are provided for those wishing to inquire about availability for purchase.

All of the programs are available for free loan from the Wisconsin Reference and Loan Library. The library's call numbers have been included in the descriptions as identifiers for the convenience of borrowers.

Materials may be requested through regular interlibrary loan channels. Optionally, libraries and library media centers of all types may call or send requests for videocassettes directly to the Reference and Loan Library (R&LL). Organizations and businesses, teachers at kindergarten through 12th-grade schools, faculty and staff at academic institutions, and state agency employees may contact Reference and Loan directly or send interloan requests through their libraries. Other users, including individual borrowers, should request materials on interlibrary loan through their library.

The R&LL phone number for direct video requests and further information is (888) 542-5543 or (608) 224-6169; the fax number is (608) 224-6178; the e-mail address is rllill@dpi.state.wi.us.

The VHS Videocassette Programs

Earl's Canoe: A Traditional Ojibwe Craft (1999; 50 minutes (long version)) was produced for the Smithsonian Center for Folklife Programs and Cultural Studies by Tom Vennum with Charles Weber and the participation of members of the Ojibwe Nation, and with partial funding from the Wisconsin Sesquicentennial Commission. Viewers follow the entire construction of a traditional Ojibwe birchbark canoe from walking through the woods and choosing the tree, to the launching of the finished craft. Ojibwe and master craftsman Earl Nyholm and his helpers comment throughout, stressing the respect due to the materials and the process and the spiritual link to the past and to the environment. The program was filmed on Madeleine Island, Wisconsin, which was considered appropriate because it is a sacred place and was an Ojibwe center in earlier times. (VHS V-7276 (025773)) (Documentary Educational Resources, 101 Morse St., Watertown, MA 02472; (617) 926-0491; www.der.org)

The Keepers of Cana Island Light (2001; 30 minutes) is a dramatized historical tour of the still operational Cana Island Lighthouse on Lake Michigan in Door County, Wisconsin. It is presented through the experience and voice of Clifford Sanderson who was assistant keeper there from 1884 to 1892 and keeper from 1924 to 1933. Sanderson is portrayed by film actor Stephen King who tells the story beginning in 1867 when the lighthouse was being planned, through its building in 1869, its automation by the Coast Guard during World War II, and its current management by the National Park Service and Door County Maritime Museum. He recalls the other past keepers and describes daily responsibilities of lighthouse workers. The program tells of events, disasters, shipwrecks, and structural changes in the building's history. Included is a tour of the lighthouse and a look at the 3rd order Fresnel lens and a view from the top. (VHS V-7292 (025793)). This program complements an earlier video from the same producer, *Keepers of the Door* (1997; 60 minutes) (VHS V-6615 (025039)). (Com-Video Productions, 1620 Willard Ter., De Pere, WI 54115; (920) 336-3500)

Lester O. Schwartz: In His Own Words (2001; 50 minutes) is a look at Wisconsin artist Lester O. Schwartz who shares his personal philosophy as he describes his own life and work. He was born in Manitowoc in 1912 to Russian Jewish immigrant parents, and in a series of interviews recorded in 1995 he reminisces about his family and background, world travels, and experience as a hotel and farm owner. He tells of his study and work as an artist and teacher, including his position as Artist in Residence at Ripon College, in Ripon, Wisconsin. Many of his paintings and large-scale steel sculptures and other works are shown. (VHS V-7324 (025825)) (Video Age Productions, 316 Watson St., Ripon, WI 54971; (920) 748-7434)

Sauk City/Prairie du Sac in 1938 (2000; 68 minutes) shows and describes scenes of daily life in 1938 in the towns of Sauk City and Prairie du Sac, Wisconsin. There are views of individuals and groups of people, work and businesses, buildings, and activities. The program was produced by Jim Kirchstein using 1938 silent film footage entitled "See Your Town and Yourselves in Moving Pictures 1938." The addition of new sound commentary by W.J. "Shimmel" Coenen includes names of many of the individuals, and memories and insights about what is being shown. This is a visual document of particular interest to area local historians and genealogists. (VHS V-7275 (025772)) (Saxon Technology, 3838
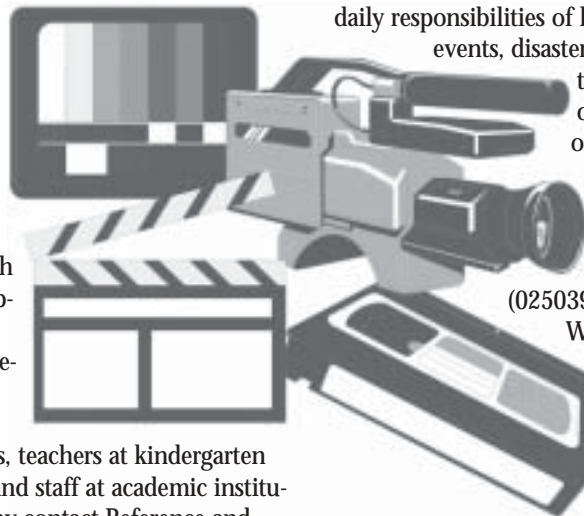
AV Wisconsin 2002

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Hwy. 78, Mt. Horeb, WI 53572; (608) 437-8970)

A State of Escape (2002; 59 minutes; closed captioned) looks at Wisconsin's, and especially northern Wisconsin's, long-time reputation as a vacation destination for city people who want to escape to natural environments. Archival photographs and old and new film footage spanning nearly a century-and-a-half are used to examine the origins and history of Wisconsin's resorts, lodges, camps, recreation areas, and opportunities for outdoor activities. The program tells what life was like at the resorts, describes the rustic architecture, includes reminiscences and interviews with current resort owners, tells of presidents and other notable figures who have vacationed in the state, and tells how the appeal of the northwoods experience is part of Wisconsin's identity. (VHS V-7325 (025826)) (Ootek Productions, E3177 Flowage Rd., Lone Rock, WI 53556; (608) 583-3366; my.execpc.com/~sggenst/Ootek/firstpage.html)

Streets without Cars: The Urban Experiment of State Street (2002; 70 minutes) is a documentary by independent producers Troy Lanier and Brewer Stouffer who show State Street in Madison, Wisconsin, as one of the most successful pedestrian malls in the country. Few remain of the original experimental pedestrian areas constructed in the 1950s through the 1970s in an effort to remove cars from downtown streets and help save downtown areas, but State Street is portrayed as retaining a vibrant charm and dynamic energy. The program uses old and new footage, photos, and interviews to describe the history and background for the development of this urban project, the social context in which is was done, and the dramatic changes now occurring that could either improve or stifle the unique character of the street. (VHS V-7323 (025824)) (Also available on DVD) (Streets Without Cars Video, 309 Potter St., Madison, WI 53715; www.streetswithoutcars.com)

Wisconsin Death Trip (1999; 74 minutes; b&w with color sequences) is a docudrama adapted from the 1973 book of the same title by Michael Lesy. The book contains late 19th century photographs and news accounts and other records of death and psychological and social troubles in Black River Falls, Wisconsin. The film, shot in Wisconsin, was produced by Maureen A. Ryan, written and directed by British director James Marsh, narrated by actor Ian Holm, and features regional actors. It presents a series of vignettes representing the bizarre true stories of the disasters, Gothic events, and the darker side of life portrayed in the book. (VHS V-7294 (025795)) (Hands On Productions, 360 West 21st Street, #2A, New York, NY 10011; (212) 255-6675; www.wisconsindeathtrip.com)

Midwestern Gothic: The Making of Wisconsin Death Trip (1999; 23 minutes) is a documentary directed by Mark G.E. that goes behind the scenes of the making of the film *Wisconsin Death Trip*. It includes interviews with the cast and crew and with the townspeople of Black River Falls, Wisconsin, exploring the dark side of this piece of Wisconsin history through their eyes and contrasting it with the perspective of the film's British director. (VHS V-7264 (025761)) (Internal Combustion, P.O. Box 11574, Milwaukee, WI 53211; (414) 963-0000; www.joyfarm.com)

Wisconsin State Capitol: A Monument, A Masterpiece (2001; 60 minutes) presents a description of the history, function, and recent restoration of Wisconsin's State Capitol building in Madison. The program describes the purposes of the facility including the building, which was completed in 1917, and the grounds which are the site of many activities, outlines the structure of the state's government, and tells of the ongoing massive restoration project begun in the 1980's. Wisconsin broadcaster Gary Bender is the host and narrator. (VHS V-7274 (025771)) (David Haznaw/ProVideo of Wisconsin, 2302 W. Badger Rd., Madison, WI 53713; (608) 271-1226)

From Wisconsin Public Television

The following video programs are from Wisconsin Public Television (WPT). One of WPT's broadcast highlights in recent years has been the *Wisconsin Stories* series co-produced with the Wisconsin Historical Society (WHS). The programs listed here are the last ones in this series, but, happily, other new programs dealing with aspects of Wisconsin history are on the horizon. (Wisconsin Public Television, Program Marketing, 821 University Avenue, Madison, WI 53706; (608) 263-4575; http://www.wpt.org)

The final 10 programs in the *Wisconsin Stories* series, which is part of the broader *Wisconsin Collection* series, came available in 2002. They are hosted by Debbie Kmetz from WHS and Tracy Will from WPT. Each program contains several brief segments using commentary, interviews, and contemporary and archival footage and photographs to highlight or illustrate some aspect of Wisconsin life or history. They deal with events, people, places, activities, achievements, and industrial and social changes. Each video is approximately 29 minutes long and is closed-captioned.

• *Big Ideas* tells of some of the ideas and innovations developed in Wisconsin that have had influence in the nation and the world, including activities and philosophy of the Wisconsin Historical Society, the Progressive Movement, academic freedom, dairy industry, and ethnic festivals in Milwaukee. (VHS V-7321 (025822))

• *Camp Co-op* explains the history of cooperatives in Wisconsin and the state's role in the national cooperative movement. (VHS V-7315 (025816))

• *Car Show* describes some of Wisconsin's automotive history including manufacturing, automobile travel, and racing. (VHS V-7320 (025821))

• *Let's Go Bowl!* describes bowling as being part of Wisconsin life and looks at ethnic and community ties to the sport and at how it became part of the fight against discrimination in sports. (VHS V-7319 (025820))

• *More than a Game* looks at some Wisconsin sports stories as it tells that sports are part of local life in Wisconsin and can tell much about the state's history. (VHS V-7312 (025813))

• *Our Towns* includes visits to New Glarus, Lake Ivanhoe, Drummond, and Greendale, four small towns, all different, but each started for a specific reason. (VHS V-7313 (025814))

• *Passing Through* describes the heyday

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of some Wisconsin opera houses and the entertainers who visited, and tells of some notable individuals in the state's history including wrestler and Nekoosa native Ed "Strangler" Lewis, traveling photographers Sherwin Gillette and L.L. Cook who documented Wisconsin in picture postcards, and Father Samuel Mazzuchelli who founded and constructed Catholic churches in the state. (VHS V-7318 (025819))

• *The Power of Water* tells of the importance of water in the history of Wisconsin with visits to the reconstructed Herrling sawmill in Greenbush, to the restored Beckman gristmill in Rock County and its new fish ladder project, and to Waukesha where natural springs were the impetus for early community development. (VHS V-7316 (025817))

• *River & Road* looks at the history of life and work on the Mississippi River, which borders so many miles of Wisconsin, from the time of the early explorers to today. (VHS V-7314 (025815))

• *School Days* tells about some people who made special contributions to education in Wisconsin that helped shape the state and had impact around the country, and recalls the days of one-room schoolhouses, a stand for academic freedom, and the Benedict the Moor boarding school in Milwaukee. (VHS V-7317 (025818))

Gone Fishing (1999; 60 minutes; closed captioned) is a reflective celebration of the sport and culture of fishing in Wisconsin. The program describes the state as filled with places to fish and visits some of them. Comments from enthusiasts show their regard for fishing as a sport and as a connection to the natural world and as integral to life in Wisconsin. (VHS V-7309 (025810))

Ojibwe History (2001; 30 minutes; closed captioned) features Eddie Benton-Banai (traditional name Baw Dway Wi Dun), elder of the Lac Courte Oreilles Band of Lake Superior Chippewa, who talks about the legacy of his people and tells of the importance of the Native American oral tradition. He speaks about the role of the lodge, the prophecy that led the Ojibwe to Wisconsin, the memories of the people acted out in songs, stories and rituals, and of misconceptions about native people. (VHS V-7291 (025792)). A companion video is *Ojibwe Music* (WPT, 2000) (VHS V-7232 (025692)) described in the "Audiovisual Wisconsin 2001" column (Channel Sept-Oct 2001, p. 9)

Water Rich, Water Poor (2000; 29 minutes; closed captioned) tells that the groundwater that most of Wisconsin relies on for its water needs, though in abundance, is not unlimited, and describes some of the specific water issues and controversies in the state. The program explains that some areas of Wisconsin with higher populations or higher water usage have run into water quantity and quality problems, and since water flows below the surface, these problems can affect water availability and quality in other areas as well. (VHS V-7310 (025811))

When Wisconsin Was New France (2002; 56 minutes; closed captioned) is another documentary in the *Wisconsin Collection* series produced in partnership by the Wisconsin Historical Society and Wisconsin Public Television. A collection of 17th century maps is used in an examination of the relationships between French voyageurs and Native Americans in Wisconsin. The program describes the early French trade and religious missions, the Ojibwe and Ho-Chunk cultures they encountered, the impact they had on each other, the place of Jean Nicolet and of the Jesuit priests, the Metis, and the role of maps and how maps illustrate the French influence in the area. (VHS V-7311 (025812))

Wisconsin Gardener

There are now videocassettes available for 35 programs in the *Wisconsin Gardener* series, which has been produced and aired by Wisconsin Public Television since 1992. The series is hosted by master gardener Shelley Ryan, and features other gardeners and guest experts on many things who provide gardening and craft information especially for gardeners in Wisconsin. Each program is 30 minutes long and is closed-captioned. These four programs are the most recent.

• *Sex and Roses* (2001) includes discussions of rose breeding, plant reproduction, the University of Wisconsin Plant Disease Diagnostic Clinic, the Plant-a-Row-for-the-Hungry project, and how to make a willow trellis. (VHS V-7267 (025764))

• *Fall Is the Time for Picking and Planting* (2001) includes a visit to a peony breeder and an explanation of why is it best to plant peonies in the fall, and advice on harvesting fall fruit, planting bulbs, and coping with gypsy moths found in the backyard. (VHS V-7306 (025807))

• *The Winter Gardener* (2001) shows a backyard landscaped for model trains, describes peppers as a popular house plant, explains advantages of membership in a community supported agriculture (CSA) farm, and tells how to prune grapevines. (VHS V-7307 (025808))

• *Uncommon Gardens* (2002) features visits to several uncommon and unusual private and public Wisconsin gardens. (VHS V-7308 (025809))

The Compact Discs (CDs)

Discover Wisconsin Music: Art-of-the-State (2000; with program notes) showcases Wisconsin musicians encountered by the people who produce the *Discover Wisconsin* television programs and who believe these artists should be better recognized. The performances were recorded between May 1998 and September 2000, and include an eclectic mix of musical styles, vocals, and instrumentals. The performers are Greg Koch (guitarist), Alice Peacock (singer), the Beloit Janesville Symphony Orchestra, the New Glarus Yodel Club, Mike Standal (guitarist), Celia Farran (singer), the Milwaukee Mandolin Orchestra, the a cappella quartet Peaceful Women, the Monroe Swiss Singers, and the Bobby Lewis Jazz Sextet. (CD-1735) (Discover Wisconsin Productions, 8158 Half Mile Rd., St. Germain, WI 54558; 1-800-236-9472; www.diswis.com)

Madison Musical Legends (2001) is a sampling of music from the City of Madison, Wisconsin. It is a compilation of works performed by some of Madison's legendary musical performers in-

River Alliance of Wisconsin donates materials to R&LL

by **Sally Drew**, Director and
Willeen Tretheway, Audiovisual Services Librarian
Reference and Loan Library

The River Alliance of Wisconsin has selected and donated 34 books and five videocassettes to the Reference and Loan Library (R&LL). The collection was developed to support the work of Wisconsin's local river, watershed, and conservation organizations. Individuals may borrow the materials through interlibrary loan by contacting their local libraries. The River Alliance plans to mail a brochure (available to libraries through the all library mailing) to local groups advising members what is available and how to obtain the materials. The group also is

hosting a conference, *Rivers 2002-A Watershed Event*, Nov. 8-10 in Rosholt, Wis., and will inform members of the collection at that time. To learn more about the River Alliance, visit their website at www.wisconsinrivers.org.

Diana Toledo, manager of local group assistance for the River Alliance, worked with Sally Drew to make arrangements for depositing the collection. "Over 150 citizen-based organizations that are doing vital work to protect their local water and land resources will benefit greatly from these materials," Toledo said. "For us, partnering with DPI and making use of existing networks just made sense." R&LL staff member Michael Lewis helped purchase the materials and Willeen Tretheway cataloged the materials and prepared the bibliography below. The River Alliance intends to continue to select titles to add to the collection.

In addition to the above groups, the materials are available to any interested person through interlibrary loan. The collection contains resources useful to local nonprofit organizations of all types, with topics such as fundraising, communication, organizational development and governance, community organizing, and river conservation. Materials address such topics as nonprofit board organization and function; fundraising and the fundraising responsibility of boards; organizing community action; the use of volunteers; and environmental issues including dam removal, conservation easements, and the Clean Water Act.

Books and Booklets
- *Being Heard: A Citizen's Guide to DNR Hearings,* by Monica Bohman ... et al. (1st ed.; Midwest Environmental Advocates, 2001)
- *The Board Meeting Rescue Kit: 20 Ideas for Jumpstarting Your Board Meetings* (National Center for Nonprofit Boards, 2001)
- *The Board of Directors* [special issue of *Grassroots Fundraising Journal*], articles by Kim Klein and Stephanie Roth (Chardon Pres, 2000)
- *The Board's Role in Strategic Planning,*

by Kay Sprinkel Grace (National Center for Nonprofit Boards, 1996)
- *C(3) or C(4)? Choosing a Tax-Exempt Status*, by Christine M. Cook (River Network, 1997)
- *Capital Campaigns: Constructing a Successful Fundraising Drive*, by Edward C. Schumacher (National Center for Nonprofit Boards, 2001)
- *The Chair's Role in Leading the Nonprofit Board*, by Ellen Cochran Hirzy (BoardSource, 1998)
- *The Chief Executive's Role in Developing the Nonprofit Board*, by Maureen K. Robinson (BoardSource, 1998)
- *The Clean Water Act: An Owner's Manual*, by Don Elder, Gayle Killam, Paul Koberstein (River Network, 1999)
- *Conservation Options: A Landowner's Guide*, edited by Karen Deans (5th ed.; Land Trust Alliance, 2002)
- *Creating Strong Board-Staff Partnerships*, by Karen Simmons and Gary J. Stern (National Center for Nonprofit Boards, 1999)
- *Dam Removal: A Citizen's Guide to Restoring Rivers*, principal author, Stephanie Lindloff (River Alliance of Wisconsin, 2000)
- *Evaluation and the Nonprofit Board*, by Peter L. Szanton (National Center for Nonprofit Boards, 1998)
- *Fearless Fundraising for Nonprofit Boards*, by G. Worth George (National Center for Nonprofit Boards, 1996)
- *Financial Responsibilities of the Nonprofit Board*, by Andrew S. Lang (BoardSource, 1998)
- *The Five Life Stages of Nonprofit Organizations: Where You Are, Where You're Going, and What to Expect When You Get There,* by Judith Sharken Simon (Amherst H. Wilder Foundation, 2001)
- *Fundraising and the Nonprofit Board*, by Fisher Howe (2nd ed.; National Center for Nonprofit Boards, 1998)
- *Fundraising for Social Change*, by Kim Klein (4th ed., rev. and expanded; Chardon Press, 2001)
- *Getting Major Gifts* [special edition of *The Grassroots Fundraising Journal*], articles by Kim Klein (3rd ed.; Chardon

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cluding Richard Davis, Doc DeHaven, Kitt-Reuter-Foss, Bill Malone, Ben Sidran, Michael Leckrone, Spooner, Paul Black, and Clyde Stubblefield. The artists were selected for inclusion because of their renown, originality, and significant contribution to their particular genre. (CD-1737) (Madison Magazine, 211 S. Patterson St., Ste. 100, Madison, WI 53703; 608-255-9982; www.mediashowroom.com)

Song of Wisconsin: A Celebration of Early Wisconsin (2001), by Chippewa Falls, Wisconsin, teacher and songwriter Jerry Way, is a compact disc containing nine easy songs about early Wisconsin. The songs are performed with guitar by Way and celebrate Wisconsin history, icons, and symbols. The accompanying music booklet contains the lyrics, melody, and chords for the songs, plus a narration script to use in performing the set of songs as a classroom program or other presentation. (+CD-1740) (Really Good Music, 121 E. Polk Ave., Eau Claire, WI 54701; 715-834-7530; www.reallygoodmusic.com). ■

portalwisconsin.org
Building a Successful Arts and Culture Portal

by Jennifer A. Smith, Assistant Project Manager
Portal Wisconsin

As the online world continues its rapid growth, the Internet can seem an increasingly unruly place. Users are bombarded with pop-up ads and sales pitches, and often it can seem that there's no easy way to sort out trustworthy information from the unreliable.

Portal sites are one answer to this problem–in particular, portals of carefully screened and organized information devoted to a specific topic. A new portal for Wisconsin users, and anyone interested in the Badger State, is portalwisconsin.org. Launched in January of this year, Portal Wisconsin is a rich guide to state resources on culture, the arts, the humanities, and history. What's more, it provides a shareable model and builds community among people with similar interests.

The project is a joint venture of the Cultural Coalition of Wisconsin, which is made up of the Wisconsin Academy of Sciences, Arts and Letters; the Wisconsin Arts Board; the Wisconsin Historical Society; the Wisconsin Humanities Council; Wisconsin Public Television; Wisconsin Public Radio; and University of Wisconsin Extension–Continuing Education. Funding comes from the Corporation for Public Broadcasting, the National Endowment for the Arts, and UW-Extension.

Visitors to Portal Wisconsin can expect to see a number of regular features, including a statewide events calendar, news articles, feature stories, listings of state cultural organizations, course listings, and an online gallery of Wisconsin contemporary art. The site also has special multimedia features that bring the content alive through Quicktime panoramas and streaming video and audio. For example, during the summer, the site featured a popular series of panoramas highlighting "outsider art" and folk art sculpture gardens across the state, from Dr. Evermor's "Forevertron" in Baraboo to the Wegner Grotto in Cataract.

New content is added frequently; new calendar events are added daily and new feature articles are posted each week. Users who want to stay on top of what's new can subscribe to a free e-mail newsletter.

Site content is searchable through a number of means. Users can do a keyword search on a particular word or phrase from any page on the site. If they want to search specifically for calendar

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Press, 2000)
• *How to Help Your Board Govern More and Manage Less*, by Richard P. Chait (BoardSource, 1998)
• *How to Tell and Sell Your Story: a Guide to Media for Community Groups and Other Nonprofits* (2nd ed.; Center for Community Change, 1999)
• *How to Write Successful Fundraising Letters: Sample Letters, Style Tips, Useful Hints, Real-world Examples*, by Mal Warwick (1st ed.; Jossey-Bass, 2001)
• *Leadership Skills: Developing Volunteers for Organizational Success,* by Emily Kittle Morrison (Fisher Books, 1994)
• *Planned Giving: A Board Member's Perspective* (National Center for Nonprofit Boards/Grant Thornton, 1999)
• *Raise More Money: The Best of the Grassroots Fundraising Journal*, edited by Kim Klein and Stephanie Roth (GJF Publications, 2001)
• *Resolving Conflict in Nonprofit Organizations: The Leader's Guide to Finding Constructive Solutions*, by Marion Peters Angelica (Amherst H. Wilder Foundation, 1999)
• *River Talk! Communicating a Watershed Message*, by Polly Dement (River Network, 1998)
• *Self-assessment for Nonprofit Governing Boards: Questionnaire for Board Members* (Rev. ed.; National Center for Nonprofit Boards, 1999)
• *Self-assessment for Nonprofit Governing Boards: User's Guide and Questionnaire* (Rev. ed.; National Center for Nonprofit Boards, 1999)

• *Starting Up: A Handbook for New River and Watershed Organizations*, compiled and edited by Kathy Luscher (River Network, 1996)
• *Ten Basic Responsibilities of Nonprofit Boards*, by Richart T. Ingram (2nd ed.; BoardSource, 2002)
• *Understanding Nonprofit Financial Statements*, by John Paul Dalsimer (2nd ed.; National Center for Nonprofit Boards, 1996)
• *The Volunteer Monitor, the National Newsletter of Volunteer Watershed Monitoring: Volume 13, No. 1, Spring 2001, Issue topic: Clean Water Act* (River Network, 2001)
When Everyone's a Volunteer: The Effective Functioning of All-Volunteer Groups, by Ivan H. Scheier (Energize, Inc., 1992)

VHS Videocassettes

• *Building a Successful Team: A Guide to Nonprofit Board Development* (BoardSource, 2002; 30 minutes; closed captioned; with guide)
• *Fearless Fundraising: Helping the Board Rise to the Challenge* (National Center for Nonprofit Boards, 2000; 46 minutes; with guide)
• *For the Common Good: Preserving Private Lands with Conservation Easements* (Land Trust Alliance, 1985; 16 minutes)
• *Speaking of Money: A Guide to Fund Raising for Nonprofit Board Members* (National Center for Nonprofit Boards, 1996; 30 minutes; closed captioned; with guide)
• *Taking a Second Look: Communities and Dam Removal* (Trout Unlimited, 2001; 22 minutes; with information sheets) ▮▮

Portal.org

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events, they can narrow their choices by discipline (visual arts, history, etc.), month, or geographic region—or any combination thereof. An "advanced search" function assists users who want to pinpoint their searches even further. Casual users, who wish to browse the site rather than look for a specific subject, can click on an "Interest Areas" page.

Behind-the-scenes metadata has been critical in making these search mechanisms work on the public side of the website. All entries into the database are classified according to certain general interest areas, which were developed by the Portal staff. These general areas include visual arts, dance, literature, media arts, music, theater, culture, and history. Within these top-level categories are a variety of more specialized subcategories. For example, an art exhibition classified under "visual arts" could be subcategorized under painting, photography, and sculpture. Multiple top-level categories and subcategories can be applied to the same resource when appropriate. Database users also are prompted to add keywords that will help web surfers find their listings.

Wisconsin cultural agencies are actively engaged in the process of stocking and updating Portal Wisconsin's database. Agencies, performance venues, and other organizations can obtain access to enter their own events and other information directly into the site's database. In order to get access, they are asked to contact the Cultural Coalition partner that most closely suits their own focus. Once approved a Coalition partner, they are given a user name, password, and written instructions on how the system works. Librarians who are interested in posting events on the site may consult the "Participate" page on our site for complete information on how to get access.

Because hundreds of agencies use this database, it was important for the Portal staff to design a system that would be easy to use. Not only did we want to make the process quick for our users, we knew we'd be working with people of differing levels of computer comfort. In ad-

dition to written instructions, Portal Wisconsin staff members provide support via e-mail and a toll-free phone number. Additional "live" training sessions have been offered via WisLine Web, a form of Internet teleconferencing.

Response to the site has been very positive. Wrote one web surfer, "My wife and I love this website. It replaces the host of magazines, newsletters, etc., that we would check in order to stay informed about events." Said another, "What a fantastic site! I was impressed with the depth of what you have to offer...I am always looking for things to do in Wisconsin and this certainly is the portal to do it with." The *Wisconsin State Journal* commented, "This site...gives the state's creative scene a slick new look...portalwisconsin.org seems well on its way to becoming a central clearinghouse for cultural information—and, at the same time, bearing witness to just how much culture there is in the Dairy State."

Beyond creating a fun, resource-filled site for visitors and an easy-to-use system for cultural agencies, Portal Wisconsin has a third major goal on its plate—building a shareable model. Specifically, the

project is providing a prototype that can be shared with public broadcasting stations around the county that wish to build similar cultural portals for their states or regions. (Funding has come from the Corporation for Public Broadcasting and one of its seven partners is Wisconsin Public Television.)

Portal Wisconsin provides those stations with the behind-the-scenes structure that runs the site, which they may use as a whole or in part, depending on need. Although the site is built as an Oracle database, Portal web developer Nathan Trick can provide the site's technical structure to stations in a variety of forms, to run on different platforms.

For more information about Portal Wisconsin. visit the site, send an e-mail to portalwisconsin@wpt.org, or call toll-free at (866) 558-4766. To place a graphic for Portal Wisconsin on your library's website or place an ad in a print newsletter, let us know and we'll supply you with the necessary graphics.

Reach project director Ann Engelman at aengelman@earthlink.net, project manager Nella Citino at citino@wpt.org, and Jennifer A. Smith at smithja@wpt.org. ∎

2002 ALA Conference cassettes available from R&LL

Audiocassettes of the programs recorded at the American Library Association's 121st annual conference are available for loan from the Reference and Loan Library (R&LL). Sixty-eight of this year's sessions were recorded.

A list of the titles of the 2002 conference tapes, as well as lists of titles for several previous years, are available on R&LL's website at www.dpi.state.wi.us/dpi/dltcl/rll/indav.html. Descriptions of the sessions may be found on the ALA website at www.ala.org/events/annual2002/trackprograms.pdf or in the conference preview section of the March 2002 issue of *American Libraries.*

The recordings contain information on many topics useful for professional development and enrichment, and may be helpful to librarians, library media specialists, staff, trustees, and others who could not attend the ALA conference or go to all of the sessions of interest. Program topics this year include intellectual freedom, copyright, and privacy issues; electronic collections; literacy; marketing the library; leadership; recruiting and hiring library staff; community outreach; poetry and literature; services to young adults and homeschoolers; library volunteers; academic library-faculty relationships; and much more.

The audiocassettes may be borrowed from R&LL through regular interlibrary loan channels. For more information contact Willeen Tretheway at (608) 224-6171 or toll-free at (888) 542-5543, #5 (willeen.tretheway@dpi.state.wi.us). ∎

Library Issue Discussion Group meets in August

Even though a state budget repair bill was completed late this summer, work on the budget bill for the next biennium is well under way. The recently-passed budget bill reduced state support for some library programs including public library systems, the statewide library resource contracts, and the State Historical Society Library. The Aug. 20 meeting of the Library Issue Discussion Group presented an opportunity for various Wisconsin library groups to discuss ideas and plans for the next budget-making season.

The Library Issue Discussion Group is an informal group that meets four to six times a year and brings together leaders of various library and related organizations to discuss issues affecting Wisconsin libraries. Group members also work to develop consensus around statewide initiatives.

At the August meeting, representatives of Wisconsin Library Association (WLA), Wisconsin Educational Media Association (WEMA), Wisconsin Health Science Library Association (WHSLA), Wisconsin Association of Independent Colleges and Universities (WAICU), and the University of Wisconsin discussed their work on legislative agendas and plans to effectively support those agendas. WLA is encouraging library supporters to develop greater grass-roots support for local libraries as well as statewide library programs. The themes of the WLA efforts are: "Stand Up for Libraries" and "Make the Local Connection." For the first time, WLA also is working on a separate federal legislative agenda. WEMA is especially concerned with preserving the use of the Common School Fund for school library media purchases. UW-Madison libraries are concerned with preserving their current service levels and with the effects of cuts to the State Historical Society Library.

BadgerLink is a program that benefits all types of libraries and library users. In addition, BadgerLink is an example of a very cost-effective program—the negotiation and purchase of statewide licenses saves hundreds of thousands of dollars over the individual purchase of the products library-by-library. Meeting attendees discussed strategies for expanding the resources available through BadgerLink.

The group discussed the recommendations of the State Superintendent's Task Force on Public Library Legislation and Funding and possible strategies for advancing these recommendations.

Federal issues were discussed, including reauthorization and funding of Library Services and Technology Act (LSTA), challenges to the Presidential Records Act, threats to the General Printing Office (GPO) and the federal document depository program, and implementation of the Elementary and Secondary Education Act (ESEA), also known as the No Child Left Behind Act. Concerns also were expressed about the USA Patriot Act.

Additional topics of discussion included digital library projects, the Gates Foundation Grant, the TEACH/DPI REACH project, and the activities of WENCC in development of an RFP for a next-generation statewide video and data infrastructure.

The next meeting of the Library Issue Discussion Group is Dec. 11. ∎

Members of the Library Issue Discussion Group are pictured at their August meeting. It is an informal group that meets four to six times a year, bringing together leaders of various library and related organizations to discuss issues affecting Wisconsin libraries. Group members also work to develop consensus around statewide initiatives.

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Trustee Corner
Ideas for streamlining board meetings

We spend too much time during our library board meetings on routine reports and other routine items, leaving little time for discussion of important policy, budget, and planning issues. How can we streamline our meetings?

Two possibilities are to use a "consent agenda" and to ask for written reports instead of verbal reports whenever appropriate.

Use of a consent agenda (also called a "unanimous consent agenda" or a "consent calendar") allows the board to approve a group of items quickly. Unless a board member requests removal of an item from the consent agenda package, the entire package is approved without any additional discussion. This saves time for more substantive or controversial items that require further explanation or debate.

The Sturgis Standard Code of Parliamentary Procedure explains the consent agenda as "a portion of the printed agenda listing matters that are expected to be noncontroversial and on which there are likely to be no questions."

How it works

When the library director and/or board president prepare the agenda, items that probably do not require further explanation and which are anticipated to be non-controversial can be placed in the consent agenda portion of the printed agenda. This might include such items as approval of the agenda, approval of the previous meeting minutes, and the acceptance of written reports.

At the meeting, when the consent agenda is taken up, the board president announces the items on the consent agenda, asks if any item should be removed, then declares the consent agenda adopted unless there is any objection. If any board member asks that an item be removed, the president will place the item on the regular agenda for possible discussion, amendment, and disposition. The minutes of the board meeting will report matters approved as part of the consent agenda as "approved by unanimous consent." Information-only items received as part of the consent agenda can be reported as accepted.

It is strongly recommended that written information on the items to be included in the consent agenda be distributed to board members well ahead of the meeting. This allows thorough examination of the items without using up valuable meeting minutes. If a board member has a question, he or she can contact the board president or the library director to clarify a concern. If additional information is needed or if discussion of the item is deemed appropriate, any board member may request that an item on the consent agenda be removed and discussed separately. To keep the process intact and efficient, this should be the only comment needed concerning the contents of a consent agenda. To streamline the process even more, board members could be invited to contact the board president or library director prior to the meeting to request that an item be removed from the consent agenda.

Because the use of consent agendas may not be familiar to your board members, their use needs to be well explained to all board members to ensure that everyone understands both the rationale and the steps involved. If your board decides to use consent agendas, we recommend amending your board bylaws to authorize their use. An addition to your bylaws could be as follows.

"The agenda for board meetings may include a consent agenda. Any board member may request that an item on the consent agenda be removed from the consent agenda and placed elsewhere on the agenda for separate action. Items remaining in the consent agenda may be approved by unanimous consent."

Additional questions can be directed to Mike Cross, DPI, at (608) 267-9225 (michael.cross@dpi.state.wi.us). ∎

Calendar

Nov. 6	DLTCL, Instructional Media and Technology Team regional meeting, Wisconsin Dells.
Nov. 8	Council on Library and Network Development, State Historical Society, Madison.
Nov. 12	DLTCL, Instructional Media and Technology Team regional meeting, Brookfield.
Nov. 13	DLTCL, Instructional Media and Technology Team regional meeting, Green Bay.
Nov. 13-14	Library Services and Technology Act Advisory Committee meeting, Madison.
Nov. 20	DLTCL, Instructional Media and Technology Team regional meeting, Chippewa Falls.
Dec. 6	Wisconsin Document Depository Program Study Committee, Reference and Loan Library, Madison.
Dec. 13	Library and Information Technology Advisory committee meeting, Madison.
Feb. 7	Wisconsin Document Depository Program Study Committee, Reference and Loan Library, Madison.

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

Wisconsin festival sponsored by WHC
National, state book festivals held Oct. 9-13

by Barbara Huntington, Consultant
Public Library Youth and Special Services

The Library of Congress sponsored the second National Book Festival, which took place on the West Lawn of the Capitol and on the National Mall Oct. 11-13.

The event included programs, storytelling, live storybook characters, musical entertainment, food, and more than 70 award-winning authors and illustrators. It was designed to promote the nation's libraries and the joys of reading, and built on the success of the inaugural 2001 National Book Festival attended by some 30,000 booklovers. The festival was free and open to the public. Information is available at www.loc.gov/bookfest.

A special "Pavilion of the States" was added this year to highlight local reading promotion programs, famous state authors, and historical sites associated with books. The Pavilion included booths featuring state authors and books. The Wisconsin Center for the Book organized Wisconsin's booth. Staffing the booth were James Gollata, a Center for the Book board member, and Ellie heath, the daughter of Susan Brant, president of the Board of Directors for the Wisconsin Center for the Book. Ellie works in Sen. Kohl's office in Washington and helped out at the booth.

The booth featured copies of books written by Wisconsin authors, as well as books about Wisconsin. A literary map noted the home towns of popular Wisconsin authors and places of literary interest. The Wisconsin Center of the Book, the Wisconsin Department of Public Instruction, the Wisconsin Library Association, and the Wisconsin Department of Tourism provided items that promote Wisconsin and its literary heritage for distribution to the public.

The Library of Congress awarded $1,000 to the DPI Division for Libraries, Technology, and Community Learning (DLTCL) to help offset the cost of Wisconsin's participation at the Book Festival. The Wisconsin Center for the Book also contributed funding.

Families were encouraged to visit each booth and get a "Nation of Readers Passport" stamped with the image of a popular character from each of the participating states. Sterling North's beloved raccoon Rascal represented Wisconsin this year. In addition, there were free activity sheets featuring a paper doll of Sterling North, with one outfit for him. The doll and outfit were used by permission of the

Ellie Health is pictured with the Wisconsin booth at the National Book Festival during a rare quiet moment.

Wisconsin Historical Society. The Office of School Services has a wonderful web page for kids called WisHisforKids. There are numerous activities on this great site, but two of them include paper dolls and outfits for both Sterling North and Caddie Woodlawn. To visit the WisKids page, go to www.wisconsinhistory.org/kids/index.cfm.

In conjunction with the National Book Festival, many states also hosted state book festivals between August and October. Wisconsin's Book Festival was held during the same time as the National

Ellie Heath stamps a visitor's U.S. map with a Rascal stamp.

program, Oct. 9-13. The Wisconsin Book Festival was a new initiative of the Wisconsin Humanities Council (WHC), and it is anticipated that it will be an annual public festival. It was held in downtown Madison and featured more than 50 authors from Wisconsin and across the nation–novelists, historians, poets, children's writers and scholars–as well as actors, editors, literary agents, publishers, booksellers, and critics.

Events took place over the five-day festival, including children's events, storytelling, readings, lectures, discussions, exhibits, book signings, and other entertainment for all ages. These events were held in a variety of venues, including the Orpheum Theater, the Madison Public Library, the Wisconsin Historical Society auditorium, as well as local museums, libraries, and bookstores.

The WHC partnered with a number of state organizations and local businesses to orchestrate this multi-event, multi-venue program, including the Wisconsin Library Association, Wisconsin Academy of Sciences, Arts and Letters, the Wisconsin Center for the Book, The UW Center for the Humanities, Friends of the UW Libraries, Canterbury Booksellers, A Room of One's Own Bookstore, Rainbow Bookstore Cooperative, Borders Books & Music, The Progressive Magazine, and the Madison Public Library.

The Wisconsin Book Festival drew many presenters and spectators from Madison and surrounding communities, but also attracted participants from all over Wisconsin and the upper Midwest. Events were geared toward book-lovers of all tastes and ages

Among the authors and poets who appeared were Rabbi Harold Kushner, Lorrie Moore, Jane Hamilton, Jacquelyn Mitchard, Charles Baxter, Mike Magnuson, as well as poets Mark Turcotte, Tenaya Darlington, Quan Barry, and Jean Feraca. Children's authors included Lois Ehlert, Kevin Henkes, John Duggleby, Laurie Kelly, Kenneth Cole, John Ruebartsch, Julia Pferdehirt and Mark Kornblatt. Wisconsin Poet Laureate Ellen Kort read poems for all ages.

For more information on the Wisconsin Book Festival go to http://wisconsinbookfestival.org/index.html. ∎

Virtual reference—*from page 20*

project, from February through July 2002, two software packages (Convey and LSSI) would be evaluated by answering questions from five SCLS public libraries. After March 2002, it was decided to try a third software package called 24/7 Reference. In addition to the software, 24/7 Reference offers access to a group of libraries that answer questions for each other. Testing 24/7 Reference will provide a new challenge for Madison reference librarians because they will be answering questions from users in other parts of the country.

By doing this test, SCLS hopes to find answers to some questions about this type of service. Questions include:

- Does the software work with a variety of connections (dial-up, cable, T1)?
- Are the software's features useful?
- Is it easy to use?
- Is it customizable?
- Will it work with various online databases and catalogs?
- What level of support does the vendor offer?
- Is it helpful for library staff to be able to ask questions of one another?
- What do librarians and users think about this type of service?

What Has SCLS Learned So Far?

Testers soon found that not all features of the software packages worked as well as expected. A software product with video and audio capabilities required much more bandwidth than was available, making it impossible to take advantage of these features. This same product also required users to download and install a plug-in on their workstations, which adds a barrier to using the service. Some products do not currently work well with all automated catalogs.

Testers also learned that providing reference service in this manner involves different skills than face-to-face reference. It is challenging to maintain a dialog when the entire conversation takes place on keyboards, and without the benefit of body language and verbal and visual cues. The design of the test project also caused some challenges. Because the test service was initially available to only a limited number of libraries, the volume of questions was not sufficient to fully evaluate the service. (The test was soon expanded to allow questions from all SCLS public libraries, and others around the state.)

What's Next?

After the 24/7 Reference trial is complete, SCLS staff, with input from SCLS public libraries, will evaluate all that was learned from the virtual reference test project. Based on this information, SCLS may decide to offer and publicize a virtual reference service for the public, or may decide that further experimentation is needed.

Conclusion

For more information, see the annotated list of resources at www.cod.edu/teleconf/Virtual/sloanlink.htm. It was compiled by virtual reference consultant Bernie Sloan for the College of DuPage "Virtual Reference Services...What, Why & How?" two-part videoconference. For more information about the SCLS virtual reference experience, contact Stef Morrill (smorrill@scls.lib.wi.us). ▮

Virtual reference software features

A software package is used to conduct virtual reference, but not all packages have the same features. Some common features are:

- Chat–This feature allows patrons to type a question to a librarian and the librarian to type back a response. All packages have this fundamental feature.
- Pushing web pages–With this feature, a librarian can view a web page on his/her computer and "push" that page to the patron's machine so both of them can see the same thing.
- Co-browsing or escorting–While this feature is similar to pushing web pages, it also allows the librarian and the patron to browse pages together. If a patron browses to a different web page, the librarian is taken to that page, and vice versa.
- Application, image, and document sharing–With these features, librarians can share other things with patrons, including documents, images of scanned pages, and applications.
- Audio–Librarians and patrons are able to talk to one another with this feature. The audio is transferred over the Internet using a microphone and speakers connected to each computer.
- Video–With this feature, patrons can see live video of the librarian during the interaction, or vice versa.
- Transcripts–When a reference transaction is complete, a transcript of the interaction is sent to the patron so he/she can review it and revisit links for more information.
- Statistics–Library staff can use this feature to find out how many virtual reference transactions were completed, how long they lasted, and how they were answered. ▮

COLAND meets in Boscobel

by **Larry Nix,** Director
Public Library Development Team

The Council on Library and Network Development (COLAND) met Sept. 13 at the Boscobel Public Library. Library Director Janean Miller (also a COLAND member) welcomed the group and gave an overview of the library and its history.

The Council heard several presentations from library organizations in Southwest Wisconsin. Patricia Payson, librarian of the Southwest Wisconsin Technical College Library, provided an overview of library services at the college. The college recently received a federal grant to develop a campus-wide wireless access system, develop a campus intranet, purchase virtual library references, and develop a campus access card system.

Linda Lane Oatman, director of libraries for the Super Max Correctional Institution in Boscobel, described her work with inmates.

Terri Iverson, instructional technology support services director for CESA 3, explained the services for which she is responsible. CESA #3 provides a range of services, including the administration of the TEACH Wisconsin training grants, interlibrary loan networking facilitation, and media production services. A major challenge to the public schools of the Southwest area is the significant decline in the school age population.

Jim Zwadlo, director of the Southwest Wisconsin Library System (SWLS), reported on the use of public libraries in the Southwest region, and told the Council about an effort to get library directional signs installed in all communities with public libraries.

Sharon Charles, youth and special needs consultant from the SWLS, reported on the importance of Library Services and Technology Act (LSTA) youth and special needs grants in the Southwest region. She shared information on an LSTA grant to promote library services to youth with disabilities.

Linda Lane Oatman, director of library services at the Super Max Correctional Institution in Boscobel, gave the Council an enlightening look at the challenges of providing library services at a maximum security prison. One of the major challenges is a $500 materials budget to meet the reading needs of 353 inmates. Oatman indicated that she would be willing to accept donations of paperback books. The inmates' areas of reading interests are similar to those of public library patrons.

Jim Zwadlo, director of the Wisconsin Library Association, talked with COLAND members about how Boscobel area libraries are increasing program participation, and he showed some new library signs.

Cal Potter, administrator of the DPI Division for Libraries, Technology, and Community Learning (DLTCL), briefed Council members on the recommendations of the Task Force on Public Library Legislation and Funding. The DPI included funding recommendations in its 2003-05 budget request (see article #1). Two legislative packages will be developed to advance recommendations of the Task Force, one of which will deal with Chapter 43 language modifications and improvements and will be submitted for early introduction in the next legislative session. The second will deal with more substantive public library and public library system funding and organization reform and will submitted later in the session. The Council endorsed the advancement of the two bills with the understanding that it would have the opportunity to review the actual language at later meetings.

The Council received a variety of program reports from DLTCL staff members.

In other business, the Council agreed, at the request of DLTCL, to establish a committee to review several issues relating to the library education and training

Pictured left to right are COLAND members Mary Bayorgeon, Kristin Williams, Sherry Freiberg, and Phil Sawin. COLAND's September meeting was at the Boscobel Public Library.

Technology Plan Task Force appointed

State Superintendent Elizabeth Burmaster appointed 25 educators, library media specialists, technology coordinators, and citizens concerned about using technology to support students' academic achievement to the 2003 Technology Plan Task Force.

The group, led by Robert Patton, independent instructional technology consultant and retired Mequon-Thiensville district technology coordinator, is charged with creating a new, three-year Wisconsin educational technology plan that will serve as a blueprint for all statewide information and technology initiatives for K-12 education. The plan will expand on recommendations in the recent Department of Public Instruction Information & Technology Literacy: A Collaborative Planning Guide for Library Media and Technology. As in past years, all state and federal technology funding will be based on the 2003-06 plan, and Wisconsin school districts applying for state and federal technology funds will be required to base their local plans on the state technology plan.

The task force will meet Oct. 18 at the Wintergreen Resort and Conference Center in Wisconsin Dells. A list of members of the State Superintendent's Technology Planning Task Force 2003 follows:

Task Force Facilitator
- Robert Patton, DPI Education Technology Consultant
- **Task Force Members**
- Kristine Diener, Waukesha School District
- Neil Duresky of La Crosse, Wisconsin

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for public library directors with grade 2 and grade 3 certification. This committee will work in conjunction with a committee of public library system certification validators.

The next meeting of the Council will be Nov. 8 at the Wisconsin Historical Society Library in Madison. ▮▮

Association of School Boards
- Miriam Erickson of Fish Creek, Member, Council on Library and Network Development
- Ann Hains, UW-Milwaukee, Department of Exceptional Education
- Gordon Hanson, TEACH Wisconsin
- Linda Hanson, Wisconsin Educational Communications Board
- Charles Howard, Milwaukee Tech High School, Wisconsin Education Association Council
- Clark Jillson, CESA 3, Wisconsin Association of Distance Education Networks
- Douglas Keiser, Superintendent, Watertown School District, Wisconsin Association of School District Administrators
- Roberta Lipeles, Loyola Academy, Milwaukee, Council for the Spanish Speaking
- Tommy Lo, Wausau East High School, Wausau Area Hmong Mutual Assistance Association
- Vicki Lyons, Menomonie Area School District
- Jon Mielke, First Immanuel Lutheran School, Cedarburg, Wisconsin Council

of Religious and Independent Schools
- Paul Nelson, Wisconsin Association of Independent Colleges and Universities
- Mary Niebuhr, Northland Pines Elementary Schools
- Anne Oelke, Cambria-Friesland School District
- David Pederson, McFarland School District
- Pam Penn, Milwaukee Public Schools, Wisconsin Library Association/ Wisconsin, Association of School Librarians
- Andrea Pokrzywinski, CESA 12
- Connie Rutledge, Bonduel Middle School Principal, Association of Wisconsin School Administrators
- Roxanne Starks, Milwaukee PTA
- James Tripp, Glenwood City High School, Education Association Council
- Tom Ward, La Crosse School District, Wisconsin Educational Media Association
- Ralph Whiting of La Crosse, Retired library media specialist
- Mary Lou Zuege, Menomonee Falls School District, Wisconsin Educational Media Association ▮▮

University of Wisconsin System libraries implement Universal Borrowing

by Lorie Docken, UW System
Office of Learning and Information Technology

The University of Wisconsin System (UWS) libraries have made significant advancement toward implementation of Endeavor Information System Inc.'s Universal Borrowing module.

With Universal Borrowing, UWS students, faculty, and staff can request, borrow, and return materials from any library in the UWS. Borrowed items can be returned to any UWS library and all internal tracking of patrons and items is done in real time. Items are moved among UWS libraries by the South Central Library System delivery service.

In spring of 2001, three UWS campuses (Eau Claire, La Crosse, and Stout) began beta testing the Universal Borrowing software. The Universal Borrowing software was generally released to customers in the fall of 2001 and the remainder of UWS libraries proceeded with a staged implementation. As of September 2002, all libraries except UW-Madison were offering Universal Borrowing to their patrons. UW-Madison was scheduled to initiate the testing and implementation process in October. During the staged implementation from November 2001 to June 2002, over 4,000 items were requested through Universal Borrowing. ▮▮

SCLS libraries experiment with virtual reference service

by Barb Sanford, Public Relations & Marketing Coordinator
South Central Library System

Reference service at South Central Library System public libraries is poised to go up a notch or two, with virtual reference service on the horizon. SCLS has been testing a group of virtual reference software packages since February and will make a final decision this fall on whether to offer this service, and, if so, how it will be implemented.

Many libraries around the country are beginning to provide "virtual" reference services. By simply clicking on a link, patrons can connect to a librarian and type in their questions. The librarian can "talk" to patrons by typing responses, guide them through web resources, and show them how they might search for this information in the future.

chance to learn about available electronic resources and how to use them, all from the convenience of home and outside of traditional library hours. It allows libraries to reach patrons where they are, when they need help, and in a way they want.

Virtual reference service could help smaller libraries with little or no reference staff to have more access to reference assistance. It could also allow libraries with limited hours to offer reference service to their users remotely, beyond their open hours. It gives libraries the opportunity to offer a new service that online companies are already offering, and that patrons may be expecting.

How is SCLS Experimenting with Virtual Reference?

During 2001, SCLS staff were hearing about, reading about, and seeing demonstrations of virtual reference projects. Because virtual reference seems to be the next logical step in adding value to existing reference services, SCLS began to explore the possibility of a virtual reference project. A continuing education program on virtual reference was offered to give SCLS public libraries some background.

Madison Public Library, as the SCLS System Resource Library, agreed to experiment with answering virtual reference questions for the system, and a project plan was developed. During the test

What Are the Benefits of Virtual Reference?

People surfing the web on their own may or may not always be finding the best information. Librarians are already helping users find and evaluate Internet information. Virtual reference expands upon this service by eliminating the need for patrons to call or come to a library building. This new way of providing reference service also can reach users on the Internet who may not otherwise use library services. It can give library patrons a

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