



Federal Improving Literacy Through School Libraries program awards two Wisconsin grants

By **Kate Bugher**, School Library Media Consultant
Instructional Media and Technology Team

The Department of Education recently announced the 2005 grantees for Improving Literacy Through School Libraries program. In total, 85 grants were awarded across the country. Under No Child Left Behind Act Title I subpart 4, this program is designed to improve the literacy skills of students by providing them with access to up-to-date school library materials, technologically advanced school library media centers, and well trained, professionally certified school library media specialists. School districts, in which at least 20

percent of the students are from families with incomes below the poverty line as recorded on the last census, were eligible to apply for this competitive grant program that is directly administered by the U.S. Department of Education.

For the second time since the beginning of this program in 2002, two Wisconsin proposals were awarded funding. *Linking to Literacy at your Library* as submitted by Jan Adams for three CESA 10 school districts was awarded \$138,139. The second, *Literacy Through Library Improvement*, as submitted by Rebecca Hooker for the La Farge School District, was awarded \$57,000.

Cooperative Educational Service Agency 10, is a Regional Service Agency located at Chippewa Falls in rural west central Wisconsin. The grant will fund the Linking to Literacy at your Library program (LLL) at

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Governor signs budget providing funding increases for BadgerLink and system aids

By **Richard Grobschmidt**, Division Administrator,
Libraries, Technology, and Community Learning

On July 25, 2005, Governor Doyle signed a state budget for the 2005-2007 biennium. The budget, as approved by the legislature and signed by the Governor, provides public library system aid totaling \$14,908,600 for 2006 (an increase of 5% over 2005 aid) and \$15,521,200 for 2007 (an increase of 4.1% over 2006 aid).



Richard Grobschmidt

The budget also includes an increase of \$49,000 in the first year of the biennium and \$87,000 in the second year of the biennium to maintain the BadgerLink periodical and newspaper

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three elementary schools in the districts of Augusta, Granton and New Auburn, serving over 550 students. The activities of this program will include improving the library collection and development of library resources, increasing hours of operation for school library programs

after school and during the summer, implementing a personal digital assistant project, purchasing additional computers, as well as promoting a variety of collaborative literacy activities between library media specialists, school staff and administrators. There will also be a

community-based literacy activity. The objectives of LLL are to prevent reading difficulties and improve students' reading achievement.

The La Farge School District is a public school district in rural southwestern Wisconsin. The goal of its project is to increase the reading achievement of students, update the K-12 book collection, develop collaborative projects involving the Library Media Specialist and classroom teachers, expand the use of Renaissance Learning materials, develop a Young Author Program and expand the hours available for students and parents to access the library media center resources.

Both grants will receive formal evaluations with written reports submitted to the Department of Education. The evaluations will be used to assess project goals, further define and review the effectiveness of the grants and to identify successful elements for replication. ☼



Improving Literacy Through School Libraries grant awardees receive big check. Left to right: Karen Ferg/New Auburn, Margaret Rakestraw/Granton, Jan Adams/CESA 10, and Martha Rugotzke/Augusta.

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database licenses. This program was funded at \$1.94 million for the 2004-2005 fiscal year.

The budget, as signed by the Governor, funds the statewide library service contracts at the current total level of \$876,900. These contracts fund

services provided by the Milwaukee Public Library (MPL), Wisconsin Library Services (WiLS), Wisconsin Regional Library for the Blind and Physically Handicapped (WRLBPH), and Cooperative Children's Book Center (CCBC). ☼



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Shared integrated library system cost study moves forward

By **Bob Bocher**, Technology Consultant
Public Library Development Team

As reported in the last *Channel* (Vol. 40, no. 5, May-June 2005), the Division for Libraries, Technology, and Community Learning is using \$45,000 in LSTA funds to sponsor a study on the costs of shared integrated library systems (ILS) in the state's public libraries. Following a competitive bid process, the DPI library division has selected Networked Information Management Consultancy (William Moen, University of North Texas, and Charles McClure, Florida State University) to conduct the study.

The ILS cost study will seek to answer several key questions including:

- What are the actual costs of operating a shared ILS?
- Who pays for what costs?
- What are the different funding models used to support shared ILS?

Initial work has already started. In early August division staff sent the consulting group the statistics the division collects on the status of technology in the state's public libraries. Several questions from this annual survey relate to shared integrated library systems. In addition, information on the ILS cost study has been sent to public library systems. Close cooperation from the state's seventeen public library systems is essential because most of them are very closely involved in managing or coordinating shared ILS in their service area.

Over the next month Networked Information Management Consultancy will be working on designing, developing, and

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firstname.lastname@dpi.state.wi.us

Wisconsin Child Care Information Center

Lita Haddal, Director (800) 362-7353 or (608) 224-5388

Statewide Resource Contacts

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, Director (608) 263-3720

Milwaukee Public Library/Interlibrary Loan

814 West Wisconsin Avenue, Milwaukee, WI 53233-2385
Brian Hannemann, Interlibrary Loan Librarian (414) 286-3082

WiLS/Interlibrary Loan

728 State Street, Rooms 464 and B106B, Madison, WI 53706-1494
schneid@wils.wisc.edu <http://www.wils.wisc.edu/>
Kathy Schneider, Director (608) 263-2773

Wisconsin Regional Library for the Blind and Physically Handicapped

813 West Wells Street, Milwaukee, WI 53233-1436
<http://www.dpi.state.wi.us/dpi/dltcl/rll/lbphinfo.html>
Marsha Valance, Regional Librarian (800) 242-8822

Governor announces COLAND appointments

Governor Doyle's office recently announced two new appointments and one reappointment to the Council on Library and Network Development (COLAND). Created by the Wisconsin State Legislature in 1979, COLAND advises the State Superintendent of Public Instruction to ensure that all state citizens have access to library and information services. Council findings are communicated as advisory recommendations to the state superintendent, governor, and Legislature.

The new council members, with terms expiring July 1, 2008, are Francis Cherney of Milladore and Susan

Reynolds of Cable. Mary Bayorgeon of Appleton was reappointed to the council. Other members of COLAND are Barbara Arnold, Madison, COLAND Secretary; Michael Bahr, Germantown; Donald Bulley, South Milwaukee, COLAND Vice-Chair; Miriam Erickson, Fish Creek; Catherine Hansen, Shorewood; Lisa Jewell, Superior; Bob Koechley, Fitchburg; Pat LaViolette, Green Bay; Douglas Lay, Mosinee; John Nichols, Oshkosh; Kathy Pletcher, Green Bay, COLAND Chair; Calvin Potter, Sheboygan Falls; Lisa Solverson, Viroqua; Linda Stelter, Eau Claire; Kris Adams Wendt, Rhinelander, and Kristi Williams, Cottage Grove .

The 19-member council functions as a forum through which librarians and members of the public identify, study, and collect public testimony on issues affecting Wisconsin libraries and other information services. Members serve three-year terms. Membership includes ten professional members who represent various public and private libraries as well as library educators. The remaining nine council positions are held by public members with a demonstrated interest in libraries or other types of information services.

Additional information about COLAND may be obtained at <http://www.dpi.wi.gov/coland>. ☼

Trustee Corner

Our village wants to charge us rent for our building, which we share with the fire department. Can they do this?

By **John DeBacher**, Public Library Administration Consultant
Public Library Development Team

No. If your parent municipality owns the building you occupy, they cannot charge you to rent the space. In addition, it is DLTCCL opinion that such payments are not reportable as public library operating expenditures on your annual report to the DLTCCL. Municipal debt service payments on library buildings are properly reported as capital expenditures on the annual report. If the library is located in leased space in a commercial facility, actual lease costs may legitimately be reported as part of the library operating budget.

As a department of the municipality, the public library cannot be charged rent for a municipal building simply to show a transfer of funds to the library and then back to the city so as to create the appearance of greater municipal library operating support.

If asked, the DLTCCL would advise that a county not recognize such transactions as part of the library's operating expenditures for purposes of county reimbursement under s. 43.12.

The legal relationship between a municipality and its public library is laid out in Chapter 43 of the Wisconsin Statutes. Section 43.42 (1) states "Any municipality may establish, equip and maintain a public library, and may annually levy a tax or appropriate money to provide a library fund, to be used exclusively to maintain the public library." Section 43.42 (3) states that "Any municipality may purchase or acquire one or more sites, erect one or more buildings and equip the same for a public library"

These statutory sections make it clear that the municipality has a legal responsibility to provide a site and building for the public library. The municipality cannot shift this responsibility to the public

library. This relationship is further clarified by s. 43.58 (1): "The library board also shall have exclusive charge, control and custody of all lands, buildings, money or other property devised, bequeathed, given or granted to, or otherwise acquired or leased by, the municipality for library purposes." Generally, only in the case of a gift of a library building is title to the library building held by the library board. In all cases the library board has "exclusive charge, control and custody" of all property used by the library. By charging rent for the building, the municipality would imply that it maintains control over the library facility, when in fact the library board maintains exclusive control.

If you have questions or other issues you would like addressed in a Trustee Corner, please contact John DeBacher, Public Library Administration, at (608) 266-7270 or john.debacher@dpi.state.wi.us. ☼

AV Notes**New videos promote library value, services**

By Willeen Tretheway, Audio Services Librarian,
Reference and Loan Library

Three new video programs of special interest to librarians and library staff and friends are now available for free loan from the Wisconsin Reference and Loan Library (R&LL). They were all produced by Library Video Network (LVN) in 2005, and are intended to promote the value and services of libraries. The programs are available from Reference and Loan on DVD, and on VHS videocassette, as well, in order to accommodate preference and because some older DVD players do not play all newer DVDs.

Libraries Create Success (11 minutes; closed-captioned) is a promotional video about libraries that highlights some of the many economic and social benefits a library brings to its community. Political and library leaders from Chicago, Illinois, and from Baltimore County and St. Mary's County, Maryland, tell how libraries have contributed to the improvement of their communities with the construction and renovation of library buildings and the fostering of economic development. The program is designed to present a positive message about the influence and role of libraries in thriving communities, and is intended for use with funding groups, community groups, and community leaders. (DVD V-91 or VHS V-7488)

Marketing Your Library (20 minutes; closed-captioned) explains what marketing is and describes the principles of marketing. It then tells how marketing is used in libraries and shows how to develop an effective library marketing plan. (DVD V-84 or VHS V-7483)

Merchandising Strategies (22 minutes; closed-captioned; with manual) uses the Baltimore County Public Library as an example to present the basics of library merchandising and to show how to create displays that increase circulation of materials and return visits. The manual includes further tips and techniques for promoting a library collection. (DVD V-85 or VHS V-7484)

These new titles join other recent LVN programs in the Reference and Loan Library's collection including *Bridging the Digital Divide* (2004; DVD V-57 or VHS V-7461), *Conducting the Reference Interview* (2004;

DVD V-67 or VHS V-7480), and *RFID in Libraries* (2004; DVD V-65 or VHS V-7482). The earlier programs were described in the November-December 2004 (vol. 40, no. 2) issue of *Channel* (<http://www.dpi.wi.gov/channel/pdf/chn4002.pdf>).

Libraries and library media centers of all types may request DVDs and videos through normal interlibrary loan channels, or call or send requests for videos directly to R&LL. Organizations, teachers at kindergarten through 12th-grade schools, faculty and staff at academic institutions, and state agency employees may contact R&LL directly or send interlibrary loan requests through their library. Other users, including individual borrowers, should request materials through their library. Contact R&LL by telephone at (888)542-5543, ext. 3 (in state) or (608)224-6169; by fax at (608)224-6178; or by email at rlill@dpi.state.wi.us.

No ALA Conference Recordings in 2005

Every year since 1976 selected sessions at the annual conferences of the American Library Association have been recorded, and each year the Reference and Loan Library has purchased copies of those sound recordings for its lending collection. These recordings offered Wisconsin librarians who could not attend the conferences the opportunity to share in the proceedings and to learn from the information presented. They documented some of the current activities, advances, and attitudes in American libraries and librarianship, and were useful for staff development and personal professional improvement.

The American Library Association (ALA) did not record programs at its 2005 annual conference held in Chicago, Illinois, in June. So, this year, the Reference and Loan Library is unable to make sound recordings of ALA conference sessions available for loan. It is uncertain whether ALA will record programs at future annual conferences.

The many worthwhile recordings from past years, on compact disc in 2004 and on audio cassette in prior years, have been, and continue to be, well used by librarians in all types of libraries, by administrators, trustees, library and

Please see AV Notes — on page 7

Continuous training available for BadgerLink databases

By Sally Drew, Director
Reference and Loan Library

In order to stay abreast of the features and functions available for searching information through BadgerLink, it is necessary to receive ongoing training. The vendors modify the user interfaces and add new features and content on a continuous basis. In order to make it easier to keep informed and make the best use of the online resources, the Division provides access to vendor training and documentation through the BadgerLink website.

The BadgerLink website can be found at <http://www.badgerlink.net>. Clicking on the "Training & Documentation" link on the right hand menu will bring users to a page that lists the ongoing training available from EBSCO, ProQuest, Gale, and TeachingBooks.com.

Vendor training

EBSCO offers a variety of online tutorials that can be viewed using Flash Player browser plug-in from MacroMedia. Each session lasts from 2-6 minutes and can be viewed as many times as necessary. EBSCO provides online training on a regular basis. A request form is available at http://ejournals.ebsco.com/support/training/training_request.asp. The pull-down menu "Which service?" provides information about the classes available. Once a class is selected, the times for available classes are shown in the pull-down menu "Which session?" EBSCO trainers will also come to Wisconsin to offer on site training for a group of five or more people upon request. Contact Karen Hedge at 800-653-2726 ext. 592 or by email at

khedge@epnet.com to make an appointment for local group training.

ProQuest offers online training for ProQuest Newspapers, Ethnic NewsWatch, African-American Biographical Database. These sessions can be found listed by going to the BadgerLink page link "ProQuest Online Training Registration Page. You can select the database you are interested in from the pull-down menu and a calendar page with sessions on that topic will be shown.

ProQuest will also provide onsite training for a group of five or more people upon request. Contact Vickie Hutchinson at (415) 383-3550 or by email at vhutchinson@il.proquest.com to make an appointment for local group training.

Gale provides a LitFinder Navigation Guide at http://www.gale.com/pdf/navguide/LitFinder_nvg.pdf. Gale is willing to provide onsite training for groups of five or more upon request. Contact Edward Gron at 248-699-4253 ext 2044 or by email at Edward.gron@thomson.com.

TeachingBooks.com provides user instructions and manuals on the BadgerLink website.

Training for public library staff funding by the Gates Foundation

The Gates foundation has provided the opportunity for public library training related to use of community access workstations for searching BadgerLink resources. The Division has hired Linda Miller of LMA Techwork to create half day training sessions on topic themes that bring together use of different vendor databases within the same training session. These sessions are generally arranged and hosted by public library systems or public libraries. Contact the public library system

continuing education coordinator to determine if any of the following workshops are scheduled for your area. If you are unable to locate any training nearby, contact Vickie Long at 608-224-5394 to determine if there are scheduled sessions in other parts of the state that might have room for additional participants. Linda Miller's training sessions are listed at <http://www.wiscat.lib.wi.us/pdf/Gates2005.pdf>

- ***BadgerLink – Basic searching techniques for EBSCO and ProQuest databases***

This session will provide an overview of the databases and search software, including topic areas covered by various databases, simple searching techniques, advanced searching techniques, how to locate items in different formats such as pamphlets, book reviews, or primary historical documents, how to search for articles in a specific periodical, and how to find images

- ***BadgerLink – Advanced searching in specialized subject areas using EBSCO, ProQuest, LitFinder, and TeachingBooks.com***

This session will provide an overview of advanced searching techniques, use of subject directories, truncation, and wildcard searching. It will emphasize databases in specific subject areas such as business, medicine, and humanities using examples specific to these disciplines. The humanities area will cover an introduction to LitFinder and TeachingBooks.com and Ethnic NewsWatch, new BadgerLink databases.

Please see Training — on page 7

MCFLS member libraries all sign new membership agreement

By **Mike Cross**, Director
Public Library Development Team

After months of uncertainty, the libraries in Brown Deer, Greenfield, Wauwatosa, and West Allis have signed the 2005-2007 Milwaukee County Federated Library System (MCFLS) membership agreement. All fifteen MCFLS member libraries have now signed the agreement.

Continued library system membership was in question because of a dispute over the formula used to reimburse member libraries for serving residents of other communities in Milwaukee County. The reimbursement proposal approved by the MCFLS Board on March 1 includes \$350,000 of system funds to supplement the \$500,000 offered by the Milwaukee Public Library. In addition, the MCFLS Board agreed to supplement the reimbursements to net lenders with 75% of any increases in state library system aids over the next biennium. Under the

state budget approved by both houses of the legislature, \$95,205 in 2006 and an additional \$81,925 in 2007 would be added to the net lenders reimbursement pool.

By state law, a municipality may withdraw from a library system by a 2/3 vote of the municipal governing body. State law also requires a public hearing before

the withdrawal vote. A withdrawal vote before June 30 would have resulted in separation from the library system effective at the end of 2005.

At public hearings on withdrawal held by Brown Deer, Greenfield, Wauwatosa, and West Allis, citizens of those communities overwhelmingly supported continued membership in MCFLS. ☺

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information science students, and others, in Wisconsin and outside of Wisconsin. The collection as a whole provides a broad and interesting historical audio view of the work, trends, issues, concerns, people, voices, and changes in libraries and the library profession over more than a quarter of a century.

All of the American Library Association conference sound recordings held by the Reference and Loan Library are cataloged and appear on WISCAT and OCLC. A list of the programs recorded at the 2004 ALA conference may be found on the Reference and Loan Library's website at <http://dpi.wi.gov/rll/indav.html>. ☺

Training — from page 6

- **BadgerLink – Ethnic Information**

This session will provide information on using EBSCO, ProQuest, LitFinder, and the African American Biographical Database to find information on different cultures and ethnic groups. The trainer will show how to find resources in Spanish and resources to help students with homework assignments. The trainer will use examples that can be used by library staff to train users in BadgerLink use. Topics also include the advanced features of EBSCO and ProQuest, including using folders and personal interfaces and accounts.

- **BadgerLink – Humanities**

This session will use EBSCO, ProQuest, LitFinder, and TeachingBooks resources to find information on the arts, literature, and music. The trainer will show users how to locate reviews of books, plays, films, and recordings. The advanced features of EBSCO and ProQuest will be explored to find short stories, speeches, and poetry in addition to the resources of LitFinder and TeachingBooks. Resources for hobbies will also be covered.

- **BadgerLink – Newspapers**

This session will show how to search newspapers through ProQuest (NewsStand and Ethnic NewsWatch), EBSCO (Regional newspapers, Corporate ResourceNet, and NewspaperARCHIVE Elite). The trainer will review the vendor interface feature and show how to locate obituaries and information by personal names, historical resources, and information on current events. Access to NewspaperARCHIVE Elite will require some knowledge of Adobe Acrobat which the trainer will provide. The trainer will use examples that can be used by library staff to train users in BadgerLink use.

- **BadgerLink – Resources for kids**

This session will focus on resources for Kids that are part of EBSCO (Searchasaurus), LitFinder, and TeachingBooks.com. The session will focus on materials for children in grades 1-6 and on access to images and videos. ☺

Wisconsin Public Library Service: 2004 State Summary

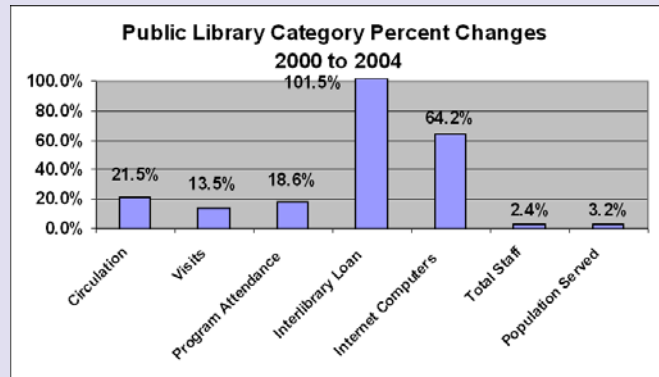
By Al Zimmerman, Consultant
Public Library System Administration and Finance

Wisconsin's 387 public libraries submit reports annually to the Division for Libraries, Technology and Community Learning describing holdings, financing, staffing and services. Following are state summary statistics for 2004.

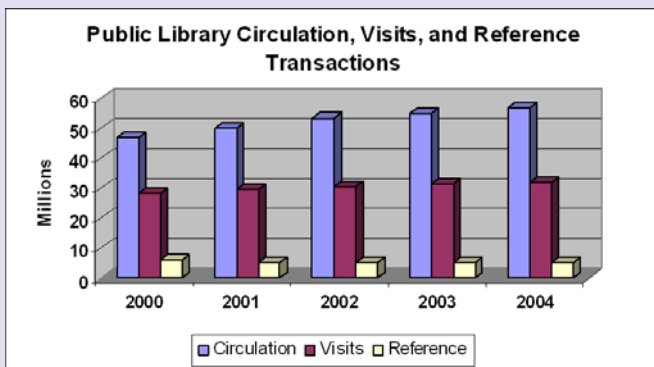
Public Library Services

Information provided by public libraries for 2004 reveals a year of growth in the five service levels reported. Wisconsin's public library circulation was 56.8 million, a 3.8 percent increase over 2003. Adult circulation grew 4.4 percent, while children's and young adult materials use increased 1 percent. The number of visits to public libraries increased 1.9 percent over last year and totaled 31.8 million. Attendance at library programs also continued to show substantial growth, increasing more than 4 percent to a state total of nearly 1.6 million. The number of reference transactions increased by over 6 percent to 5.3 million. The total number of interlibrary loans increased nearly 17 percent with over 4.8 million items loaned by public libraries to other libraries to fill user requests. Although library services provided in 2004 increased, public library staffing remained at 2003 levels and total library service expenditures increased about 2.5 percent.

Other changes over this 4 year period include a 64 percent increase in the number of Internet-connected public use computer terminals or workstations available in libraries. During this period, total library staffing increased 2.4 percent.



Use of public libraries by children and young adults is substantial. About 37 percent of all circulation is of children's and young adult materials. The attendance gain at library programs this year was due to a nearly 5 percent increase in attendance at children's programs. Most library programming is provided for children and young adults, and attendance at these 50,400 events was nearly 1.4 million in 2004.



While Wisconsin's population has increased 3.2 percent since 2000, library use has grown at a much faster rate. Since 2000, circulation has increased 21.5 percent, visits to libraries have increased 13.5 percent, attendance at library programs has increased 18.6 percent, and interlibrary loans, or resource sharing among libraries, has more than doubled.

Nationally, Wisconsin residents are comparatively heavy users of public libraries. The National Center for Education Statistics (NCES) per capita rankings for 2003, the latest year available, place Wisconsin 9th in public library visits per capita, 8th in circulation per capita, and 1st in interlibrary loans per capita. An estimated 57 percent of Wisconsin's population, or about 3.2 million residents,

Visits	9	Subscriptions	5
Circulation	8	Paid Staff	19
Interlibrary Loans	1	Staff w/ Lib Master's Degree	18
Reference Transactions	25	Local and County Income	15
Internet Computers	12	Operating Income	19
Print Volumes	20	Staff Expenditures	18
Audio Collection	9	Collection Expenditures	20
Video Collection	5	Total Expenditures	17

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Library Statistics — from page 8

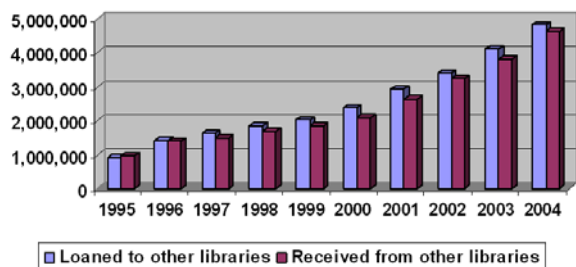
are registered public library users. The state ranks 25th in reference transactions per capita, but this service category appears to be growing after several years of steady decline.

Technology

The number of Internet-connected public use computer terminals or workstations available at libraries increased 4 percent from 2003 to 2004 to nearly 4,100. Wisconsin ranks 12th nationally in public library computers available per capita. The Bill and Melinda Gates Foundation distributed 743 PCs and servers to 235 Wisconsin public libraries and branches in 2003, and this program will continue to provide grants for technology training through 2006. All public libraries now have Internet connections, and 99 percent have broadband (high speed) Internet access. Informational databases such as those provided statewide through BadgerLink are now available to all state residents through their local library, as well as in homes, schools, and places of work.

Public library system efforts to support resource sharing have greatly contributed to the development of regional shared automation systems. Currently, 83 percent of Wisconsin residents are served by the 310 public library system members participating in shared automation systems. Automation system integration has greatly improved the library user's ability to access materials not available locally but held by other public library system members. Interlibrary loans, requests sent from one library to another for materials not available locally but wanted by a library user, continued the double digit annual growth that began in the mid 1990s. For 2004, total interlibrary loan traffic increased nearly 17 percent over 2003, with over 4.8 million items loaned by public libraries to other libraries. Items borrowed by these public libraries from other libraries at the request of their users increased 22 percent to over 4.6 million items. This increase in interlibrary loans (resource sharing)

Public Library Interlibrary Loans



has caused a corresponding expansion of regional and statewide interlibrary delivery services, an activity heavily supported by public library systems.

Staffing

For 2004 there was little change in public library and system staffing. The total reported, 3,217 full time equivalent (FTE) employees, was 0.4 percent greater than the 3,203 reported in 2003. Of all staff, 681 FTEs held master's degrees from a program of library and information studies accredited by the American Library Association. This is slightly below last year's professional librarian staffing level. In addition to those with master's degrees in library and information studies, 30 FTEs held master's degrees in other fields. Including those with master's degrees, 1,233 FTE staff held the title of librarian, a 1 percent decrease from 2003. Positions reported as support staff totaled 1,985 FTEs. Wisconsin ranks 18th nationally in ALA MLS staff per capita and 19th in total public library staff per capita.

Staff costs, including salaries, wages and benefits, increased to \$137.4 million, a 4.2 percent increase over 2003. Benefits increased 5.7 percent, while salaries and wages increased 3.6 percent. Wisconsin ranks 18th in public library salary and wages per capita and 19th in staff expenditures per capita.

Collections

Statewide, changes from 2003 in public library collections were mixed. Total print volumes owned decreased slightly to 19.4 million. Wisconsin ranks 20th nationally in per capita print book and serial volumes. Audio materials held increased 7 percent to nearly 1.1 million items (9th per capita nationally) and video materials held grew by 11 percent to 1.2 million (5th per capita nationally). Statewide, total expenditures for public library materials totaled \$24.3 million, a decrease of 2.3 percent from 2003. Wisconsin ranks 20th nationally in collection expenditures per capita.

Public Library Demographics

Wisconsin has 387 public libraries. Of these, 340 are municipal public libraries, 24 are joint municipal libraries (combinations of cities, villages, and towns), 2 are joint city-county libraries, and 6 are tribal libraries. In addition, there are 7 consolidated county library services, with the county library providing public library services within the county.

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Library Statistics — from page 9

Eight counties supplement local library service with a county library service organization. Nineteen libraries have a total of 79 branch outlets. In addition, 12 bookmobiles also provide service to state residents.

About half of Wisconsin's public libraries are located in communities under 2,500 population. These 197 libraries serve about 500,000 residents, or 10 percent of Wisconsin's population. The 77 largest public libraries (20 percent of all libraries), are in communities of over 10,000 population and serve nearly 4 million residents, over 70% of the state's population.

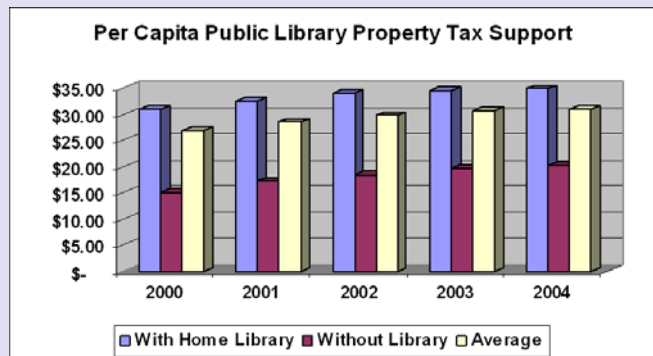
All of Wisconsin's public libraries and counties have elected to participate as public library system members. Public library systems are single-county or multicounty library organizations created to improve public library services and to increase all residents' access to library materials and services.

Of the 57 million items circulated, one third (19 million) are to persons who reside outside the library's home community. Approximately one-fifth of all checkouts, eleven million circulations, are to residents from the library's home county who do not have a local library. Wisconsin statutes require that counties reimburse public libraries within the county a minimum of 70 percent of the cost of public library service provided to these residents. About 8 percent of all use is by residents who have a local public library but who choose to use another public library within the county. The remaining nonresident circulation (about 5 percent of the total) is predominately to persons in neighboring counties or within the library's public library system area. Statewide, libraries reported that about 0.5 percent of use was by out-of-state residents, although some libraries in tourist areas experience much heavier use by these nonresidents. Circulation statistics have been collected by user residency since 1999. The use by residency distribution has been very consistent over this time period.

Income and Expenditures

Total library income increased by 1.5 percent to \$210.7 million in 2004. The statewide average per capita local and county tax support for public library service in 2004 was \$30.96, a 1.2% increase over 2003. Nearly three-fourths of the state's population resides in communities with a local public library. These residents paid an average of \$34.86 per

capita for public library service in 2004, a 1% increase over 2003. The range of support varied greatly, from under \$3.50 per capita to over \$94 per capita. Residents living in communities without a local public library pay a county tax for public library service. These residents paid an average of \$20.23 per capita, up 3.2 percent from 2003, with rates ranging from \$1.28 to over \$37 per capita. The 2004 state average library service tax levy rate decreased 5.2 percent to \$0.486 per \$1000 equalized assessed value (EAV). Likewise, library community tax levy rates also showed a 5.2 percent decline to \$0.597 per \$1000 EAV. Nonresident tax levy rates decreased 3.9 percent to \$0.261 per \$1000 EAV.



In 2004 municipalities provided 59.5 percent of all public library and system operating income, while counties contributed 21.8 percent. State and federal income accounted for 8.8 percent of all revenue. The remaining 9.9 percent came from service contracts, gifts, endowments, funds carried over from the previous year, and other income. Salaries, wages, and benefits accounted for 70.7 percent of all operating expenditures, library materials expenditures for 12.2 percent, and all other operating expenditures for 17.2 percent of the total expended. Total operating expenditures for public library service in Wisconsin, including expenditures at the municipal, county, and public library system level, were \$194.5 million for 2004, an increase of 2.5 percent over 2003. Total capital outlays were \$21.1 million for 2004, of which 92 percent was from local and other (not state, federal, or county) tax sources.

Statutorily, the amount requested for state aid to public library systems must equal 13 percent of local and county expenditures for public library service in the previous year. The actual amount provided is less. Because state funding for systems has grown at a slower rate than local

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U.S. public libraries providing unprecedented access to computers, the Internet, and technology training

Nearly every U.S. public library offers free access to computers and the Internet, but overall libraries are challenged to provide enough workstations to meet demand, pay for ongoing Internet connectivity costs, and plan for necessary upgrades to the technology, according to a report released at the opening of the 2005 American Library Association (ALA) Annual Conference. The report was conducted by the Information Use Management and Policy Institute at Florida State University (FSU) and commissioned by the ALA and the Bill & Melinda Gates Foundation.

New data shows that 98.9 percent of all public libraries offer free public access to computers and the Internet—a growth of more than 400 percent since 1996, when just one in four libraries did.

Millions of Americans use computers in public libraries to access government services, research health information, enroll in distance-learning classes, and start small businesses. Library computers have become so popular that more than 85 percent of libraries say they are not able to meet demand for computers at certain times during the day.

The new report reveals that, in the past year, technology budgets for most public library systems have stayed level with no increase for inflation or expansion of service (50.6 percent). More than one-third of public library systems reported an increase in their technology budget (36.1 percent), while more than one in 10 systems reported a decrease (13.3 percent).

“Libraries connect communities with information and knowledge, but we must work together to ensure they stay connected for generations to come,” said Martha Choe, director of the Bill & Melinda Gates Foundation’s Global Libraries program. “Libraries need ongoing support from government, businesses, foundations and citizens to pay for ongoing costs such as Internet access fees, technology upgrades, and technical assistance.”

Public libraries rely on federal, state and local funds, as well as private donations to pay for computing services. The federal E-rate program, which helps offset telecommunications costs, has been credited with helping libraries purchase high-speed connectivity sooner than they could have afforded otherwise. Public libraries received approximately \$60 million annually in E-rate discounts.

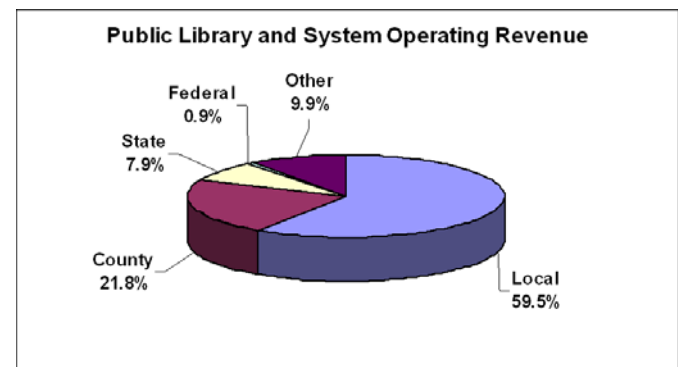
The FSU report reveals disparities in public library computer

services between urban and rural communities and between states. Rural public libraries are much more likely to have lower levels of broadband connectivity, while libraries serving urban and high poverty areas are more likely to report an inadequate number of workstations for patrons.

Urban libraries also offer more technology training for patrons (64 percent) than rural libraries (16 percent). Seniors are the most likely of all audiences to receive technology training at libraries (57 percent), followed closely by people who do not have Internet access at home and adults seeking continuing education.

The full 115 page report is available at <http://www.ala.org/ala/washoff/oitp/GatesFinalJun05.pdf>. ☼

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and county funding, the relative share of state funding to local and county funding has steadily declined over the last 10 years. The FY2005-2007 state budget stops this decline by stabilizing funding at an index of 8 percent. ☼

Cost Study — from page 3

testing of the survey questionnaires which will be to be used to collect data from the shared ILS and the local libraries that participate in a shared ILS. Work by the consultants also includes the development of methods for the identification of public libraries that will comprise the sample to be surveyed. The consultants anticipate holding several focus groups during the Wisconsin Library Association Conference (October 25-28) in La Crosse. A final report is due in January 2006.

For more information on the integrated library system cost study, contact Bob Bocher on the Public Library Development Team (robert.bocher@dpi.state.wi.us). ☼

Neah Lohr recognized for “Making It Happen”

By **Kate Bugher**, School Library Media Consultant
Instructional Media and Technology Team

Making It Happen Award recipients were recently honored at the 26th annual National Educational Computing Conference (NECC) held in Philadelphia June 27-30. *Making it Happen* is a national awards program begun in 1995 to recognize educators in the field of educational technology integration in K–12 schools. The program identifies and rewards educational technology leaders around the country for their commitment and innovative practices. Joining the illustrious group of more than 210 past winners of the coveted pink jackets (black for men) was former director of the DPI Instructional Media and Technology Team, Neah Lohr.

Recipients of the awards are educators who meet criteria, which the program has historically referred to as the eight components of the *Formula of Success*. Recipients of the awards are educators who:

1. Apply available technology now
2. Move forward and don't look back
3. See students as real people
4. Teach through relationships, inspiring, encouraging, nurturing
5. Recognize that further change is necessary, but understand that it is a process
6. Realize that teacher empowerment is the key element to technology integration

7. Expect success
8. Motivate through awareness and access to information

Lohr was recognized for her commitment and years of service to the teachers and students of Wisconsin. Neah came to the DPI in 1988 as an instructional technology consultant and demonstrated a commitment to the profession through her involvement in positions of leadership in the state and with national organizations, including the States Educational Technology Director's Association (SETDA), the Board of Evaluators for the National Council of Accreditation of Teacher Education (NCATE) and the International Society for Technology in Education (ISTE). Congratulations, Neah! ☼



Neah Lohr (third from left) joins other 2005 pink jacket award winners at NECC.

Division for Libraries, Technology, and Community Learning

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