

## 2006 public library statistics show continued growth

By Alan Zimmerman, Public Library Administration and Finance Consultant  
Public Library Development Team

Annually, Wisconsin's 388 public libraries and 17 library systems are statutorily required to submit reports to the Division for Libraries, Technology, and Community Learning. These reports provide important

### *Twenty Enhancing Education Through Technology projects share \$1.9 million*

By Donna Steffan, Technology Consultant, Information and Technology Literacy Standards and Integration, Instructional Media and Technology Team

Enhancing Education Through Technology (EETT) Title IID, No Child Left Behind grants that total over \$1.9 million were awarded to one single district and 19 consortium projects serving 193 districts. Each project focuses on engaging learners and on improving student achievement through the use of educational technology within classrooms. Collaborative teams of library media specialists and content teachers work together to build, teach, evaluate, and refine these technology-enriched lessons. Each lesson addresses *Wisconsin's Model Academic Standards for Information & Technology Literacy* aligned with *Wisconsin's Model Academic Standards* for a specific content area.

Each project capitalizes upon the unique skills and dispositions of today's students (digital natives) and the learned skills of today's educators (digital immigrants). Plus, each project relates to all consortium districts' combined information and technology plans. Each project centers on preparing Wisconsin educators to use educational technology to accomplish a learning goal that cannot be accomplished without the use of educational technology, and on providing the tools for these educators to successfully realize this lesson. Educators learn to design student learning so each student can show mastery

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and valuable data on library holdings, financing, staffing, and services provided.

### Public Library Services

Public library annual reports for 2006 show a year of continued growth in most service levels. Wisconsin's public library circulation was 59.6 million, a 3 percent increase over 2005. Adult circulation grew 3.3 percent, while use of children's and young adult materials increased 2.5 percent. For public libraries reporting for both 2005 and 2006, the number of visits to public libraries showed no change. Because fewer libraries reported annual visits, the state total for 2006 was down .8% to 32.8 million. Attendance at library programs continued to grow, increasing 2.6 percent to a statewide total of nearly 1.7 million. Annual counts of interlibrary loans continued its substantial growth, increasing nearly 18 percent, with over 6.4 million items loaned by public libraries to other libraries to fill user requests. Although many library service levels increased in 2006, public library staffing remained near 2005 levels dropping 0.1% to 3,222.4 full time equivalent employees.

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of core subjects and can become proficient in essential 21<sup>st</sup> century skills and dispositions, such as critical thinking, collaborative problem-solving, life and career skills and information, media, and technology skills. “Ensuring that all students have the opportunity to use educational technology bridges the digital divide and is an important part of our new Wisconsin Promise: to provide a quality education for every child and close the achievement gap,” according to State Superintendent Elizabeth Burmaster.

“These grants are targeted to help educators develop teaching methods and instructional strategies that use technology to improve student achievement,” Burmaster says. Forty percent of the funds awarded must be allocated for ongoing sustained, intensive, high-quality professional development that focuses on integrating scientifically-based P21 ICT (information, communication, and technology) instructional tools and strategies, including distance learning and emerging interactive eLearning tools. All professional development is aligned to

the National Staff Development Council Standards and the Wisconsin PI 34 Teacher Standards.

Each project includes a data-driven evaluation process and a dissemination component to ensure products and lessons evolving from the lesson development are supporting higher levels of student achievement, fostering effective use of educational technology, and are shared with peers across the state. Each FY 2007 project employs an Evaluation Design that will measure the effectiveness of the project in reaching Wisconsin’s two EETT Goals:

1. All students in the target group will increase their use of technology as a learning tool to improve student academic achievement.
2. All teachers in the target group participating in professional development on education technology will be qualified to use technology as a tool for teaching and learning and will increase their use of technology as a tool to support student academic achievement.

Educators work in professional learning communities to reflect upon student work as they assist others in refining their lessons to promote higher levels of thinking through the use of educational technology. Often these professional learning communities gather virtually in online conferences. Completed lessons are posted on regional web servers and best practices are shared at workshops and institutes held across the state and at national and state conferences, such as the National Educational Computing Conference (NECC) and the Wisconsin Educational Media and Technology Association (WEMTA) conference held annually during the spring.

Project abstracts and contact information is located at the Instructional Media and Technology Team webpage at <http://www.dpi.wi.gov/imt/index.html>. ☼

## *RCI library raises morale, funds*

**By Wendy Cramer, Librarian**  
Racine Correctional Institution

Over 200 men seated in the bleachers of the Racine Correctional Institution’s gymnasium; cheering, applauding, paying rapt attention...must be an all-star game or at least a rock concert, right?

Guess again – it’s not about basketball or music, it’s a library fundraiser...and of all things, a poetry event!

There are cheers, tears, laughter and even some boos as the twelve inmates who comprise the “Scribe Circle,” the group charged with organizing and planning monthly poetry events, take to the podium, one by one, to perform their works. Some are love poems, some are

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## Channel

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unleashed anger, others are powerful pieces of word art, all come straight from the heart. Those pieces are interspersed with performances from the audience, and are enriched by traveling poets who come from all over the United States, donating their time and energy to support the program at the correctional institution.

The program was the brainchild of Wendy Cramer, RCI's librarian, who enlisted the help of Milwaukee author/poet/club owner Dasha Kelly and Poetry Venue Committee members Dave Mickelsen (teacher), Kathy Reyheart (teacher), and teacher assistant Sandy Rieckhoff in this effort to encourage literacy through the non-threatening, non-judgmental format of poetry. The venues are held the third Friday of each month and draw approximately 100 inmates each session. Four of the events were held as fundraisers, with over \$1000 donated to area charitable organizations.

They are memorable nights filled with great entertainment and the opportunity for inmate poets to express themselves while giving something good back to the community. As one of the inmate participants has commented, "It's not just poetry...it's the best therapy I've ever had."



## 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.wi.gov/rll/wrlbph/index.html  
 Marsha Valance, Regional Librarian ..... (800) 242-8822

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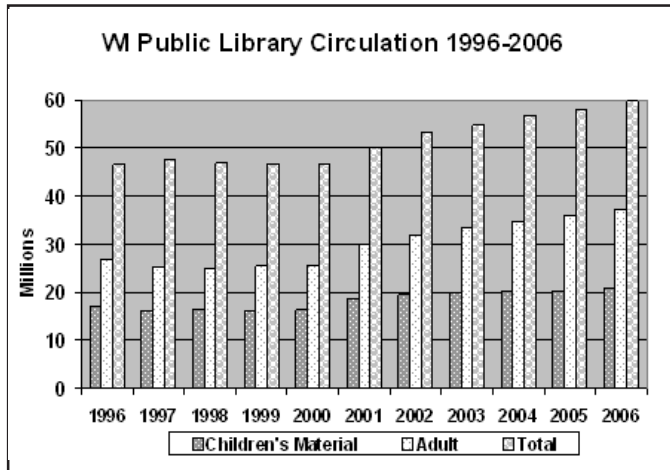
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**Loretta Harmatuck**  
 Government Services ..... 224-6165  
**Martha Farley Berninger**, Team Leader  
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**Willeen Tretheway**  
 Audiovisual and Technical Services ..... 224-6171  
**Terry Wilcox**  
 Interlibrary Loan Services ..... 224-6163  
**Vickie Long**  
 WISCAT User Support ..... 224-5394

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

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

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For public libraries reporting for both 2005 and 2006, reference transactions showed a 3.5 percent statewide decrease. However, because fewer libraries reported reference transactions, the state's reported total for 2006 was down nearly 10% to 4.7 million. Over 50% of all libraries reported a decrease from last year or the same level of service. It appears that collecting reference transaction data is much more difficult than other service indicators. While the collection of other indicators often can be automated, reference transactions counts typically require individual recording and compilation and are often conducted during sample periods. The reduction may also be attributable to direct use of Internet connected computers in the library by users. Public libraries reported 7.6 million users of public Internet computers in the library in 2006. Many of these users may have searched online to find answers to questions previously asked of the reference librarian.

Library listing changes include the opening of Brickl Memorial Library, the state's 388<sup>th</sup> public library, in Dickeyville. In addition, established libraries in the communities of Endeavor, Lena, Strum, Verona, and Vesper reported moves to new facilities during 2006. Total library square footage and hours open increased about 1 percent over 2005.

Use of public libraries by children and young adults is substantial with nearly 36 percent of all circulation, 20.8 million items, consisting of children's and young adult materials. The 2.5 percent increase in children's material circulation was matched by a 3.5 percent increase in attendance at library programs for children. Most library programming, 80 percent, is provided for children and young adults. Nearly 1.7 million library users attended the 65,000 Wisconsin public library programs held in 2006, up 2.6 percent over last year.

Use of public libraries by Wisconsin residents ranks high nationally. The National Center for Education Statistics (NCES) per capita rankings for 2004, the latest year available, place Wisconsin 11th in public library visits per capita, 8th in circulation per capita, and 1st in interlibrary loans per capita. The state ranks 20th in reference transactions per capita. An estimated 3.3 million residents, nearly 60 percent of Wisconsin's population, are registered public library users.

### Public Library Demographics and Service to Nonresidents

Wisconsin has 388 public libraries. Of these, 341 are municipal public libraries, 25 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 libraries with the county library providing public library services within the county. Seven counties supplement local library service with a county library service organization. Of all public libraries, 17 libraries list a total of 78 branches. In addition, 10 bookmobiles also provide service to state residents. All of Wisconsin's public

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#### Number of Public Libraries by Community Population

Library Community Population	Number of Libraries	Percent of Libraries	Population Served	% of Total Population
Less than 2,500	196	51%	544,960	10%
2,500 – 9,999	108	28%	1,070,895	19%
10,000 – 24,999	41	11%	880,872	16%
25,000 – 49,999	21	5%	853,021	15%
>50,000	16	4%	2,267,996	40%
County library services	6	2%	—	—
<b>Total</b>	<b>388</b>	<b>100%</b>	<b>5,617,744</b>	<b>100%</b>

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libraries and counties have elected to participate as a member of one of the 17 public library systems. Public library systems are single-county or multi-county library organizations created to improve public library services and to provide area users with access to all library materials and services available within the region.

Nearly three-fourths of the state’s population resides in communities with a local or county public library. These residents pay library property taxes specifically for their local or county library. The remaining 25% of the population do not have a local or county public library and they instead pay a county library property tax that is used to reimburse public libraries that provide them with service. Library communities generally qualify for exemption from these county library taxes. Wisconsin statutes require that counties reimburse all public libraries within their county a minimum of 70 percent of the cost of providing public library service to their county residents without a library. Beginning in 2008, public libraries will begin receiving reimbursement from adjacent counties for serving those county’s residents who do not have a local public library.

The percent of circulation to nonresidents is used as an estimate of library use for county reimbursement purposes. Of the nearly 60 million items circulated in 2006, one third (20 million) were to persons who reside outside the library’s home community. Approximately 20 percent of all checkouts—11.8 million circulations—were to residents from the library’s home county who do not have a local library. About 8 percent of all use is by residents who have a local public library in the county, but who choose to use another public library within the county. Of the remaining 5.7% of the

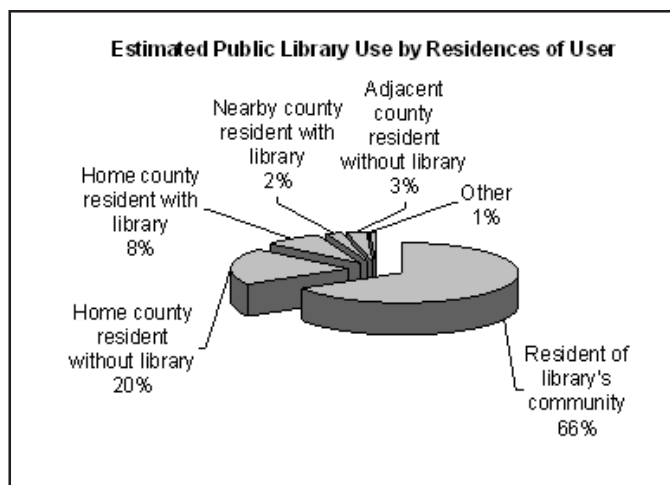
circulation, 5.2 percent is to persons in neighboring counties or within the library’s public library system area. Statewide, libraries reported that about 0.5 percent of use was by out-of-state residents or state residents living outside the system or farther than one county away from the library. Nonresident use patterns vary greatly among the state’s public libraries and while statewide 33 percent of all use is by nonresidents, it is not unusual for libraries to report over 50 percent nonresident use.

**Public Library Service and Technology**

The growth in number of Internet-connected public use computers available at libraries slowed, increasing a little over 1 percent to nearly 4,369. However, over 40 percent of libraries, serving nearly 75% of Wisconsin’s population, now provide wireless Internet access. All public libraries now have Internet connections with broadband Internet access. Informational databases such as those provided statewide through BadgerLink continue to be available to all state residents through their local library, as well as in homes, schools, and places of work. This access is often supplemented by public library system regional licensing of additional databases.

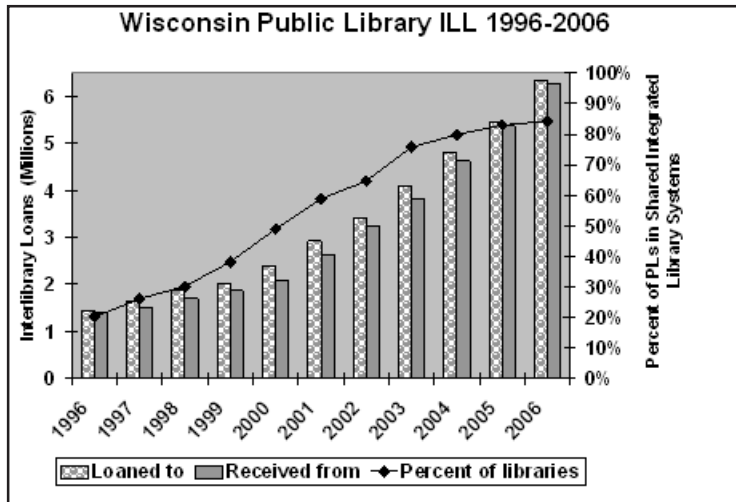
The development of regional shared automation systems by Wisconsin’s public library systems has greatly contributed to the support of resource sharing. Currently, 88 percent of Wisconsin residents are served by the 327 public library system members participating in shared automation systems. Shared integrated systems have 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 2006, total interlibrary loan traffic increased over 17.7 percent, with over 6.4 million items loaned by public libraries to other libraries. Items borrowed by these public libraries from other libraries at the request of their users also increased 17.7 percent to over 6.3 million items. This increase in interlibrary loans (resource sharing) has caused a corresponding expansion of interlibrary delivery services, an activity heavily supported by public library systems.



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### Staffing and Collection

For 2006 there was no change in total public library and system staffing. Systems and public libraries reported 3,222 full time equivalent (FTE) employees, 0.1 percent less than reported last year. Of all staff, 685 FTEs held master's degrees from a program of library and information studies accredited by the American Library Association. This is a 1.0 percent decrease from last year's professional librarian staffing level, but may be at least partially the result of vacant positions that will be filled by librarians with Master's degree. Including those with master's degrees, 1,244 FTE staff held the title of librarian, a 0.7 percent decrease from 2005. Positions reported as support staff increased slightly to 1,979 FTEs. Wisconsin ranks 18th nationally in ALA MLS staff per capita and 19<sup>th</sup> in total public library staff per capita.

Staff costs, including salaries, wages and benefits, increased to \$148.6 million, a 3.1 percent increase over 2005. Benefit costs increased 3.9 percent, salaries and wages increased 2.8 percent. Wisconsin ranks 19th in public library salary and wages per capita and 16th in staff expenditures per capita.

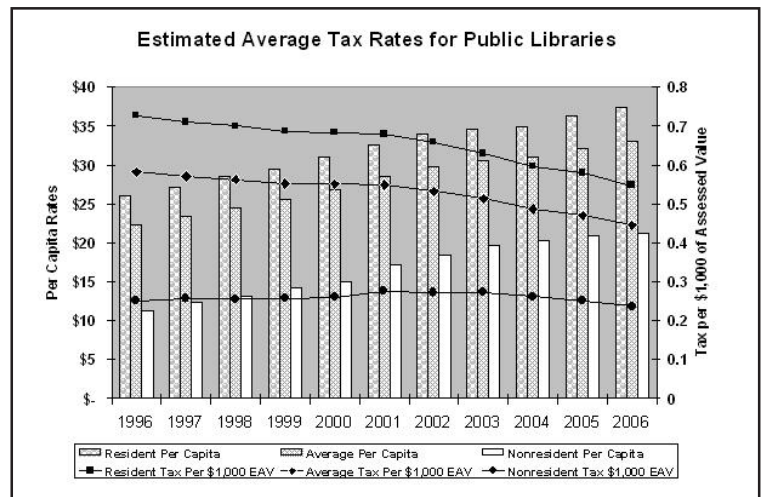
Statewide, changes from 2006 in public library collections were mixed. Total print volumes owned increased slightly to 20.1 million. Wisconsin ranks 20th nationally in print book and

serial volumes per capita. Audio materials owned increased nearly 6 percent to over 1.2 million items (6th per capita nationally) and video materials held grew 8 percent to near 1.5 million (4th per capita nationally). In addition, 70 percent of all libraries reported audio downloadable books available for users, and 80 percent reported the availability of electronic books. Print periodical subscriptions decreased 6 percent and now total 51,331. Statewide, total expenditures for public library materials totaled \$25 million, an increase of 2.5 percent from 2005. Wisconsin ranks 23th nationally in collection expenditures per capita.

### Income and Expenditures

Total library income increased by 4.5 percent to \$230 million in 2006. The statewide average per capita local and county tax support for public library service in 2005 was \$33.07, a 2.9% increase over 2005. Nearly three-fourths of the state's population resides in communities that have established a local or county library. These residents paid an average of \$37.34 per capita for public library service in 2005, a 2.9% increase. The range of support varied greatly, from \$4 per capita to over \$100 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 \$21.27 per capita, up 2 percent from 2005. The 2006 state average public library service tax levy rate decreased 5.1 percent to 0.446 per \$1000 equalized assessed value (EAV). Likewise, library community tax levy rates also showed a 5.4 percent decline to 0.547 per

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\$1000 EAV. Nonresident tax levy rates decreased 5.4 percent to 0.236 per \$1000 EAV. Wisconsin ranks 16<sup>th</sup> nationally in local and county tax support.

In 2006 municipalities provided 59 percent of all public library and system operating income, while counties contributed 21 percent. State and federal income accounted for 8 percent of all revenue. The remaining 12 percent came from service contracts, gifts, endowments, funds carried over from the previous year, and other income. Wisconsin ranks 18<sup>th</sup> in per capita operating revenue. Salaries, wages, and benefits accounted for 71 percent of all operating expenditures,

library materials expenditures for 12 percent, and all other operating expenditures for 17 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 \$210.4 million for 2006, an increase of 3.6 percent over 2005. Wisconsin ranks 18<sup>th</sup> in total operating expenditures per capita. Total capital outlays were \$13.1 million for 2006, a substantial decrease from the \$30.3 million reported last year. Most capital expenditures were from local sources with 50 percent coming from local taxes and 40 percent from non-tax sources. ⚙

## *Wisconsin receives Gates Foundation grant for Spanish language outreach*

**By Barbara Huntington**, Youth and Special Needs Consultant  
Public Library Development Team

The Division for Libraries, Technology and Community Learning (DLTCL) has been notified that Wisconsin will receive \$23,400 from the Bill and Melinda Gates Foundation for a Spanish language outreach project. The funding will be used to conduct twelve regional workshops throughout the state to help public libraries better serve their Hispanic communities. All of the workshops will be completed before May 2008.

The workshops will be organized and led by four library system consultants who will be trained to conduct these workshops in each region of the state. The trainers are Nancy Fletcher, Waukesha County Federated Library System; Leah Langby, Indianhead Federated Library System; Jamie Matczak, Nicolet Federated Library System; and Marcia Sarnowski, Winding Rivers Library System. Barb Huntington, Special Services Consultant for the DLTCL, will be project coordinator. The trainers will be contacting library systems to arrange for co-hosted workshops in their assigned areas. Schedules and locations for the workshops should be available in October 2007.

The workshops will be useful to librarians who have been doing Hispanic outreach for some time, as well as librarians who do not have experience in this area. The purpose of the workshops is to provide librarians with the knowledge and resources to better serve the Hispanic community in the state and to make them aware of new resources. It is planned that the training will increase the Hispanic community's access to technology. One goal is to increase the use of public access computers in public libraries by the Hispanic community.

The workshops will use a format similar to that used in 2007 for the Greener Pastures workshops, which were also funded through a Gates Foundation grant. Participants will discuss ways to best connect with the Hispanic community, and to respond to local needs. The workshops will include information on best practices in marketing, programs, outreach activities, and using WebJunction as an on-line resource. The workshops will help librarians explore collaborative relationships with other organizations already serving the Hispanic community to help raise awareness of public library services. ⚙

## Trustee Corner

*Some of our board members don't participate much in the meetings.  
How can we find people who are more involved?*

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

While appointments to a public library board are ultimately the legal responsibility of the municipality or municipalities involved, the library board can facilitate the process by recruiting capable candidates to be considered by the municipal officer.

An effective library board should include citizens who are actively interested in the library, involved in the community, and willing to devote time to the library's planning and development. Since some library board appointments expire each year, the library trustees should develop an ongoing process to identify strong candidates to submit to the appointing officer (the mayor, village president, town or tribal chairperson, or the county executive or administrator) for consideration each year. By recruiting and recommending good candidates, the library board can help ensure effective library planning and leadership.

### **Identifying good candidates**

As the library board periodically reviews its mission and roles in the community, the trustees can also assess strengths and weaknesses in the current board composition, and then identify desirable qualities for new members. Consider the makeup of the board to ensure that it represents the composition of the community. Being just a regular library user is not necessarily the most effective criteria for library board membership. Board members must understand and be willing to support the library's mission and goals and communicate the library's activities and needs to the municipal governing body. Since trustees prescribe library services for the community, they should be able to keep a finger on the pulse of the community, keep their ear open for trends and changes in library services, and be able to see opportunities that arise. The board should include members who have a sense of the "big picture" of community services, as well as of local and regional planning, whether in schools, housing, or economic development. After all, the library should be a strong and integral cog in smooth running municipal services.

### **Getting the word out**

It may be difficult to identify people who are willing to volunteer for an appointment and commit the necessary time and energy to the library board. By actively promoting the need for new members, the library board should be better able to recruit and identify viable candidates to recommend for appointment.

In addition to flyers in the library and other municipal locations, consider including information in newsletters and on the library or municipal web site. Find out if your city, town, or village has an application form it uses to recruit and screen candidates for committee appointments. If not, offer to help develop one. A good application form will solicit information about the candidate's qualifications, interests, and involvement in other community organizations. Library board members can communicate their own commitment to the library and its services and encourage suitable candidates to apply.

It helps to provide candidates with a summary of library trustee duties and responsibilities, as well as a schedule of regular board meetings. *Trustee Essentials* can be useful toward this end, particularly TE-1, "The Trustee Job Description" (<http://dpi.wi.gov/pld/te1.html>) and TE-18, "Library Board Appointments and Composition" (<http://dpi.wi.gov/pld/te18.html>).

Identifying, recruiting, and recommending good board members can help to maintain the library board as an effective conduit between the community, the library, and the municipality. The recruitment process can help to establish or strengthen the board's rapport with the municipal governing body, even when the recommendations are not accepted. And trustees who go off the board when their terms expire can feel a greater sense of accomplishment and continuity knowing that the ongoing work will be in capable hands.

For more information on library board duties and trustee training, see *Trustee Essentials*, <http://dpi.wi.gov/pld/handbook.html>, as well as Administrative Essential 4: "Working with the Library Board," <http://dpi.wi.gov/pld/ae4.html>. If you have questions or require further information, please contact John DeBacher at (608) 266-7270 ([john.debacher@dpi.state.wi.us](mailto:john.debacher@dpi.state.wi.us)). ☼



## WebJunction courses available for public library staff

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

This past spring about 270 librarians from 250 Wisconsin public libraries attended workshops as part of the Rural Library Sustainability project supported by a grant from the Bill & Melinda Gates Foundation. The grant's overall purpose was to help sustain public access computing and the use of technology in small and rural public libraries. More information on the grant is at <http://dpi.wi.gov/pld/rural.html>.

As a follow-up activity, the Division for Libraries, Technology, and Community Learning (DLTCL) will use some remaining grant funds to enable librarians from smaller libraries in the state to take online courses offered through WebJunction. Costs to take any courses will be paid for from grant funds. Almost three hundred courses are available on a wide variety of technology topics, and may be considered as continuing education activities for certification of public library directors. For example, many courses focus on using common productivity programs like Excel or Word. Other courses, like Cisco router management, are much more specific. The complete course listing is on the WebJunction Course Catalog site at <http://webjunction.org/do/Navigation?category=442>.

The DLTCL has established a deposit account with WebJunction for the course offerings. To take advantage of this opportunity staff must be in a library that serves a community of less than 25,000 population. Detailed course registration directions are on the Web at <http://dpi.wi.gov/pld/wjcourseereg.html>. The directions are also summarized below.

1. You must be registered on WebJunction to take any online courses. Registration is free and takes only a few minutes. Go to <http://webjunction.org/do/UserServices?method=initSelfRegister>.
2. Once registered, select a course from the WebJunction Course Catalog Website listed above. You can register for more than one course.
3. Contact your library system and ask for the course coupon code. Tell system staff your name and what course you are applying for. (System staff are helping to coordinate the process.) *Do not* share the coupon code with any other staff.
4. Once you have the code, go to the Course Catalog Website. Click on Purchase; then Add To Cart; then Checkout. A window will then appear where you enter the coupon code and select Apply.
5. Staff registering for a course will need to complete their course work by December 15, 2007, and document this to their system. The systems will report final course participation data to the division.

Staff from eligible libraries are strongly encouraged to take advantage of the wide variety of courses offered. If you have any questions, contact Bob Bocher (608) 266-2127, [robert.bocher@dpi.state.wi.us](mailto:robert.bocher@dpi.state.wi.us), or John DeBacher, (608) 266-7270, [john.debacher@dpi.state.wi.us](mailto:john.debacher@dpi.state.wi.us).

### *New resources available to support public access computing*

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

Since the completion of the "Greener Pastures" Rural Library Sustainability Workshops in Spring, 2007, the following links to resources have been added to the DPI web site, now titled "Small and Rural Library Resources"  
<http://dpi.wi.gov/pld/rural.html>.

**WebJunction's Rural Library Sustainability Course**  
With funding from the Bill & Melinda Gates Foundation, WebJunction's Rural Library Sustainability Program partnered with state libraries to provide workshops in 42 states, including Wisconsin, introducing seven areas key to

sustaining public access computing. The curriculum and project follow-up enabled libraries to accomplish goals associated with these areas through a supportive evaluation and planning process. More than 250 directors of public libraries in small or rural communities throughout Wisconsin attended the ten regional "Greener Pastures" Rural Library Sustainability workshops this year.

Now WebJunction has produced and packaged the workshop as a free, self-paced online course. The course is designed for any library staff or trustees seeking strategies for sustainability or for those who wish to facilitate the action planning process with their staff, library boards, or

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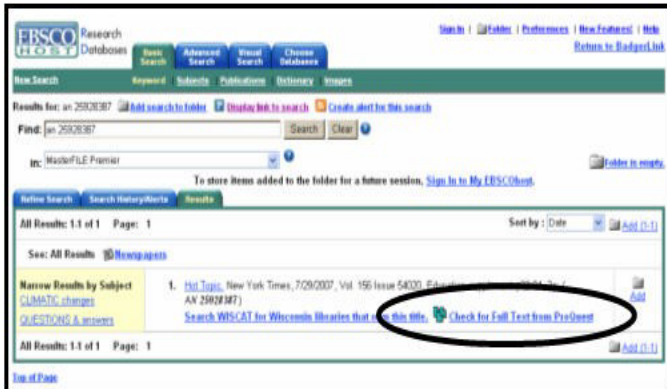
## Open linking now available in some BadgerLink publications

By Sally Drew, Director  
Reference and Loan Library

Have you ever wished that more automated systems worked together more seamlessly? For example, have you thought it would be nice if you could go directly from a citation in BadgerLink to a full text newspaper article in ProQuest. When viewing a citation without full text in EBSCOhost have you wondered which libraries might own a periodical or serial item so that you interlibrary loan the article? Is your library interested in having Google users be able to discover resources available to them? Recently, several open links were established for some of the BadgerLink publications to make it possible to make connections with other automated systems. This article provides a general summary of these changes.

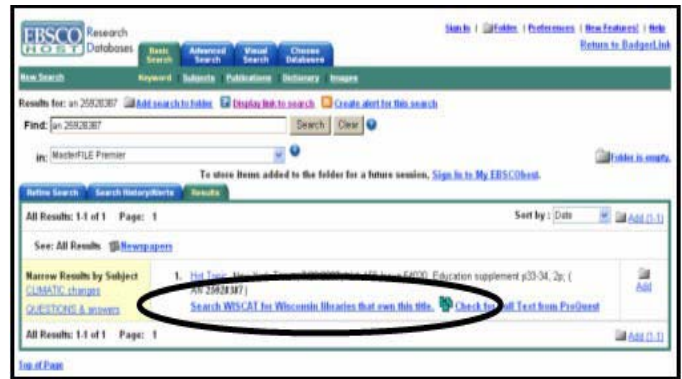
**Linking from EBSCO to ProQuest.** Links have been added from EBSCO to ProQuest, whenever full-text is not available in EBSCO. The link appears when only a citation/abstract is available in EBSCO; the link does not appear when EBSCO has full-text of the article.

The user may click on the link to check whether full-text might be available online in ProQuest, rather than creating an interlibrary loan request for a photocopy. One example where this feature will be appreciated by users is in the case of *The New York Times*. EBSCO contains only the abstract for this publication, but if the user links over to ProQuest, they will find full-text of the articles retrieved from their initial EBSCO search. In some cases, the full-text is not available in either ProQuest or EBSCO.

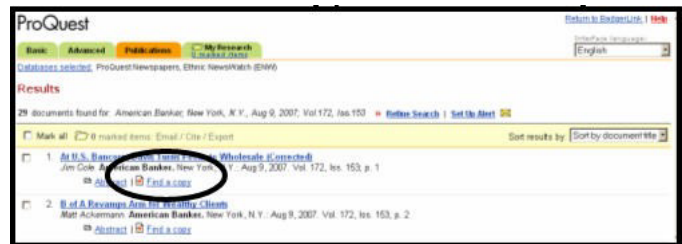


**EBSCO search result showing Open Link to ProQuest**

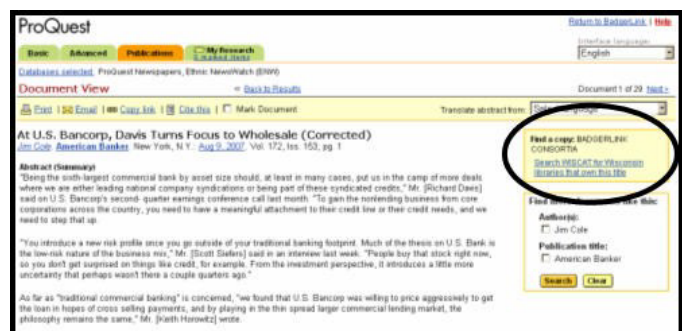
**Linking EBSCO and ProQuest to WISCAT.** Links have also been added to both EBSCO and ProQuest that allow the user to link directly into a specific title in the WISCAT union catalog, when full-text is not available online. With this link, the user may identify libraries that own the title for interlibrary loan of a photocopy of the desired article.



**ProQuest title Abstract showing Open Link to WISCAT union catalog**



**ProQuest search result showing Find a Copy feature to link to WISCAT**



**EBSCO search result showing Open Link to WISCAT union catalog**

**Linking from Google Scholar.** EBSCOhost provides a connection with Google Scholar that allows users to identify periodical titles that are available in full text for their use. Google Scholar indexes the full-text of scholarly literature across multiple publishing formats and disciplines. Google negotiates with individual publishers for access to full text periodicals. Many of the titles Google indexes are available to Wisconsin users through BadgerLink.

To use this feature you need to be searching in Google Scholar. Citations do not show the EBSCOhost link when using regular Google search screens. You can get to Google Scholar in a number of ways. You can click on “more” at the top of the Google home page to get a pull-down menu and then select

Please see **Linking**— on page 11

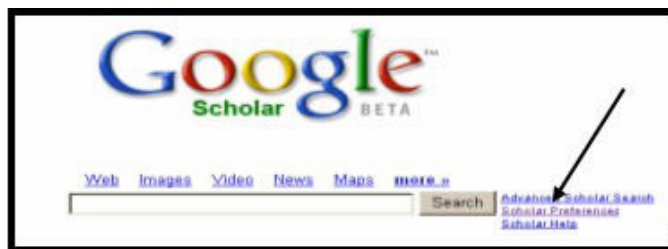
## Linking — from page 10

Scholar. You can also get to Google Scholar from the regular Advanced Search page of Google.



From the Google Home Page, click on “more” to find Scholar in the menu

Once in Google Scholar, you need to select the “Scholar Preferences” link next to the Search box. This will allow you to select BadgerLink as a display option in Scholar.



Google Scholar Preferences

On the Scholar Preferences screen, scroll to the “Library Links” section and enter “Wisconsin” in the search box for that section. You will see a list of libraries that are working with Google and a box which you can check to provide up to three organizations that can be used as defaults. Select Wisconsin BadgerLink.

If a citation resulting from a Scholar search is available in full-text via BadgerLink, an “EBSCOhost Full Text” link will appear after the Google Scholar title. The Reference and Loan Library has provided Google with the valid IP addresses associated with BadgerLink. If a BadgerLink IP address is recognized, you should be able to do a regular Google Scholar search for a periodical title and when the result set is supplied, you will be able to access the article by clicking on the “EBSCOhost Full Text” link after the title. ☺



From Google Scholar, link to EBSCO host for full-text articles

## Resources — from page 9

others in their rural community. More information about the online course and registration is available here: <http://webjunction.org/do/DisplayContent?id=16846>.

### Core Competencies for Library Staff

Information about developing core competencies for library staff has been added to WebJunction. The free guide, “Sustaining Public Access Computing Programs: Technology and Management Competencies” is available at <http://www.webjunction.org/do/DisplayContent?id=15659>. WebJunction’s competencies are divided into three sections, two of which address technical skills and knowledge, and a third that addresses the management of public access computing programs. Technology Competencies for Patron Assistance defines skills that frontline library staff need in order to provide direct assistance to patrons on the public computers. The System Administration section defines skills necessary to set up, configure, and maintain the public computers and networks. The Management Competencies are the umbrella over all, covering the master-planning, coordination, and integration aspects of running a public

access computing program. The publication’s general orientation is toward all public libraries across the spectrum with an emphasis on smaller and rural libraries.

### “Cookbook” guide to support public access computing

The MaintainIT project (<http://maintainitproject.org>), funded by the Bill and Melinda Gates Foundation and a project of TechSoup (<http://www.techsoup.org/>), has published its first “cookbook” style guide to support libraries providing public access computers.

The “Joy of Computing: A Cookbook for Small and Rural Libraries” contains how-to details geared toward the technical concerns most pertinent to today’s small, rural library. The book provides detailed instructions and comparison charts for computer protection, software maintenance options, volunteer recruitment, and technology training resources for remote locations. The 84-page book is available as a free downloadable PDF file at <http://maintainitproject.org/cookbooks>. ☺

## DPI's Steve Sanders named to national committees

Steve Sanders, director of the Instructional Media and Technology Team for the Department of Public Instruction, has been named chair of the Federal and State Policy Committee for the State Educational Technology Directors Association (SETDA), and has been appointed to the board of directors of the Consortium for School Networking (CoSN).

The State Educational Technology Directors Association (SETDA) is the principal association representing the state directors for educational technology. SETDA's goal is to improve student achievement through technology. The SETDA Federal and State Policy Leadership Committee sets the policy agenda for the association and to promote advocacy and leadership for state educational technology directors and constituents. Current priorities include:

- Policy issues pertinent to State Technology Directors, including technology literacy, state and federal guidelines, 21st Century Skills, funding, and integration of educational technology.
- Policy considerations for the reauthorization of ESEA, including components for an educational technology program, key pieces of a data program within NCLB or ESEA, and integration of educational technology throughout NCLB or ESEA.
- Studies critical to demonstrating the effect of educational technology and tools to support state implementation of educational technology programs.

Federal policy news is available from SETDA at <http://www.setda.org/web/guest/federalpolicyleadership>.

Steve was also appointed by the CoSN board to fill a vacant position on the board of directors. The Consortium for School Networking is the country's premier voice for K-12 education technology leaders to improve teaching and learning. CoSN provides products and services to support leadership development, advocacy, coalition building, and awareness of emerging technologies.



Steve Sanders

More information regarding CoSN is available at <http://www.cosn.org>.



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