Wisconsin awarded library computer hardware grant from the Bill & Melinda Gates Foundation

By Bob Bocher, Library Technology Consultant
Public Library Development Team

The Bill & Melinda Gates Foundation has notified the Department of Public Instruction, Division for Libraries, Technology, and Community Learning (DLTCL) that it has accepted the Division's grant application for the foundation's library computer hardware grant program. This grant, formally called the "Opportunity Online Hardware Grant," will enable one hundred of the Wisconsin's 470 public libraries and branches to receive $738,400 in foundation funding to purchase a total of 447 computers.

These Opportunity Online hardware grants will help libraries upgrade and add public computer workstations for patrons in communities with high concentrations of poverty and where a library's public computers are at risk of becoming outdated with limited capacity for users.

Despite the fact that most libraries (73 percent) are typically the only provider of free Internet access in their communities, many do not have adequate funding to maintain quality computer and Internet services, and to meet growing community demand for these technology tools.

"In today's economy, more than ever, public access to technology in libraries is a critical resource for people who are working to improve their lives and regain financial stability," said Jill Nishi, deputy director of U.S. Libraries at the Bill & Melinda Gates Foundation. "But this valuable public benefit that opens the door to opportunity for millions of people is at risk. Communities must commit the funds libraries need to ensure they can keep pace with local demand for high-quality computer and broadband access."

Library staff participating in the grant program are required to attend *Turning the Page: Building Your Library Community,* a professional development conference offered by the Public Library Association that helps strengthen the skills and confidence library professionals need to increase awareness of the library's value and motivate local support.

The grant and the required local match provides sufficient funding for libraries to also purchase software, peripherals (e.g., printers), and to provide technical support for the computers. Wisconsin's 17 regional library systems are an important part of this project. Most systems will coordinate the purchase, configuration, and installation of the computer hardware and help provide technical support and other assistance. For more information on the grant

Plans underway for 2010 Summer Reading Program

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

The 2010 Summer Reading Program manuals arrived and were distributed to all Wisconsin public libraries in September. The Division for Libraries, Technology, and Community Learning purchases one manual for each library and branch. The manuals are created by the Collaborative Summer Library Program (CSLP) to which Wisconsin belongs, along with 48 other states and the District of Columbia. The children's theme for 2010 is "Make a Splash— READ" The artwork was designed
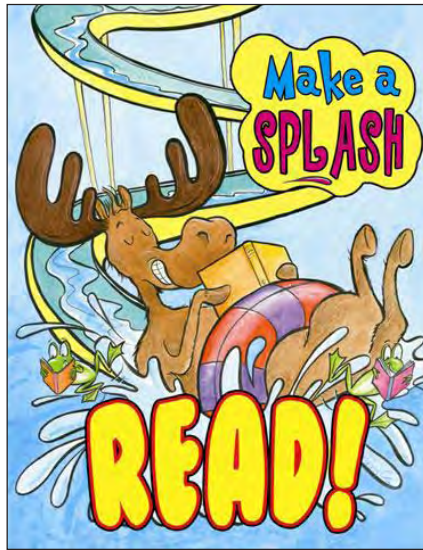

by children's book illustrator, Henry Cole. For more information on Henry Cole go to http://www.henrycole.net/ main.php?link=home.

The 2010 teen theme is "Make Waves @ Your Library" with artwork designed by Ursula Vernon. For more information about Vernon and her work go to http://ursulavernon.com/.

New for 2010 is the inclusion of a manual for an adult summer reading program. The adult theme for 2010 is "Water Your Mind."

Another added CSLP benefit this
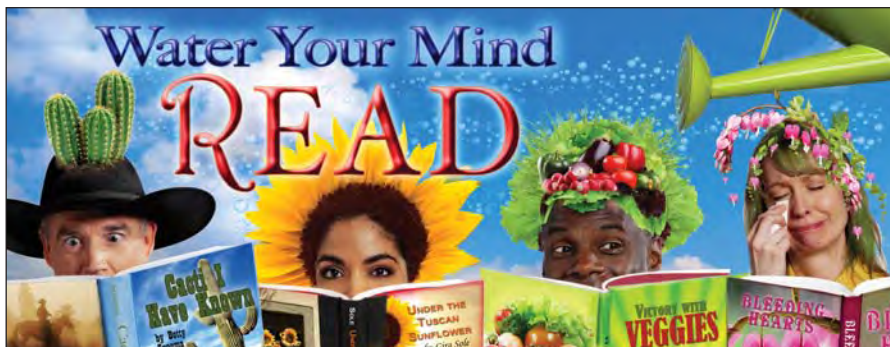
year, is free shipping for items ordered from the CSLP catalog to support the 2010 summer library program. CSLP is covering shipping costs for libraries in member states. Any materials that Wisconsin libraries order to support the 2010 summer library program will automatically receive free shipping. Orders placed by December 1, 2009 will arrive by March 1, 2010. ✿

Opportunity — *from page 3*

project, visit the grant website at http://dpi.wi.gov/
pld/gatespcgrant.html, or contact Bob Bocher,
robert.bocher@dpi.wi.gov. ☼

*Over 100 librarians and trustees from Wisconsin joined
nearly 50 from Minnesota for the Turning the Page advocacy
training, a component of the Online Opportunity grant
project. Linda Pierschalla, representing Whitefish Bay Public
Library, attended the conference in Minneapolis from
October 6-8, 2009.*

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) 286-6064

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
Meredith Wittmann, Regional Librarian .... (800) 242-8822

Division for Libraries, Technology, and Community Learning

Wisconsin Department of Public Instruction,
125 South Webster Street
P.O. Box 7841, Madison, WI 53707-7841;
(800) 441-4563, fax (608) 267-1052
http://www.dpi.wi.gov/dltcl

Richard Grobschmidt
Division Administrator .... (608) 266-2205

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Barbara Huntington, Consultant
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(Vacant), Consultant
Public Library System Administration and Finance 266-3939

Instructional Media and Technology Team
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Nancy Anderson, Consultant
School Library Media and Technology 267-9287
Stuart Ciske, Consultant
Instructional Technology Planning & Integration 267-9289
Donna Steffan, Consultant
Information & Technology Literacy Standards & Integration 267-1282

DPI Library & Statistical Information Center
Kay Ihlenfeldt, Team Leader 266-3108

Interlibrary Loan and Resource Sharing Team
2109 S. Stoughton Rd., Madison, WI 53716; fax 224-6178
Sally J. Drew, Director 224-6161
Circulation Desk 224-6169
(Vacant)
Government Services 224-6165
Martha Berninger, Team Leader
Reference and Interloan 224-6168
David Sleasman, Team Leader
Resource Sharing Technology 224-6179
(Vacant)
Audiovisual and Technical Services 224-6171
(Vacant)
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.wi.gov

Channel

Public libraries in 2008: Growth and challenges

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

Public libraries must submit a report each year to the Division for Libraries, Technology, and Community Learning providing information on their holdings, service levels, finance, administration, and staffing.[1] The accumulated data is useful to local libraries for comparisons and planning, but also can be used to show general trends in public library service.

The economic downturn started to show an impact on public libraries in 2008. In the next issue financial trends will be covered; this issue will review trends in library service levels. Public library use showed marked increases in 2008, despite the impact of some library closings. The Red Cliff Public Library on the Red Cliff Reservation near Bayfield discontinued service mid-year, and did not submit an annual report. Both the Rock Springs Public Library and the LaValle Public Library suspended services in late spring of 2008, due to flood damage, and submitted reports with the partial year data.

Public Library Services

Traditional measures of public library use reported in 2008 indicate increases in nearly all categories over the prior year.

- *Circulation* (items checked out for use outside the library), rose 4.3 percent over the 2007 total to 62.4 million items. Use of children's and young adult materials rose 4.5 percent.[2]
- *Library Visits* increased by 3 percent, to 33.5 million visits.
- *Attendance at library programs* increased 6.4 percent to over 1.8 million. Summer Library Program (SLP) registration increased by slightly over 1 percent, but attendance at SLP programs increased over 8 percent.
- *Interlibrary loans* (ILL) increased 12 percent, with over 8 million items loaned by public libraries to fill requests at other libraries.

- *Reference* transactions decreased 2 percent among libraries that reported for both 2007 and 2008.
- *Registered Borrowers* increased slightly over 2007. Sixty-three percent of Wisconsin residents are registered for library cards.

Technology

Wisconsin's 17 regional library systems host and support regional shared integrated automation systems (ILSs) used by most public libraries, serving 92 percent of the state's population. These shared systems help provide Wisconsin residents with ready, affordable access to materials not always available in their local library's collection, as well as providing a substantial economy of scale by sharing costs of hardware and support among members. The library systems also support this resource sharing through interlibrary delivery services, providing economical and efficient delivery of materials between libraries.

The regional library systems provide additional direct and indirect support for computing and other technology in public libraries, and coordinate wide-area data networks that support the shared automation systems and bring high-speed Internet services to library users throughout the state. Many of the systems also support wireless Internet access on these networks, and broker supplemental bandwidth for member libraries in addition to the broadband data lines subsidized by the state TEACH program.

In 2008, the number of libraries participating in regional shared ILSs increased as the merger of shared systems in the Lakeshores Library System and the Mid-Wisconsin Federated Library System into the SHARE catalog facilitated resource sharing over a much larger group of participants. High participation in Wisconsin's regional networks helped result in the 12 percent increase in ILL traffic. That, combined with the state's library

Public — *from page 4*

delivery network, has resulted in Wisconsin's number one rank nationally among states in interlibrary loan per capita. At the end of 2008 the MORE system in the Indianhead Federated Library System expanded to include libraries in two counties, which should have a further impact on regional resource sharing.

In 2008, a number of aspects of technology in Wisconsin public libraries increased substantially, including:

- *Public Use Internet Computers* rose 3 percent over the prior year, to 4520 workstations.
- Nearly all (378 out of 387 total) libraries have *integrated library computer systems* with online catalogs. In 2008, 92 percent of Wisconsin residents were served by the 349 public libraries participating in regional shared automated systems.
- All public libraries in the state have *high-speed Internet* connections.
- *Wireless Internet Access* increased dramatically, from 64 percent to 89 percent of libraries, serving 97 percent of Wisconsin's population.
- Use of *Internet filtering software* on public computers increased slightly, with one more library (25 total) reporting filters on all workstations and six more (64 total) reporting that the software is installed on some workstations.

Makeup of Wisconsin's Public Libraries

Of the **387** Public Libraries there are:

- **338** *municipal public libraries* (operated by a city, village or town)
- **27** *joint municipal libraries* (combination of cities, villages, towns)
- **3** *joint city-county libraries* (Shawano, Antigo/ Langlade County, and Ladysmith/Rusk County; although there are two other joint municipal libraries Rusk County)
- **8** *consolidated county libraries* in Adams, Brown, Door, Florence, La Crosse, Marathon, Marinette, and Portage Counties; although in Adams, La Crosse and Portage Counties there are other municipal libraries independent of the consolidated county library.
- **6** *county library services* in Barron, Dane, Dodge, Pierce, Polk, and Price County provided additional support to libraries as well as services to residents, ranging from books-by-mail to programming to bookmobile service. Barron County discontinued their service at the end of 2008 and Dodge County will discontinue service after 2009.
- **10** *bookmobiles* were operated by 7 libraries, as well as the Dane County Library Service and the Eastern Shores Library System.

Chart 1: Change in service levels, 1998 through 2008. Source: Wisconsin Library Service Record.
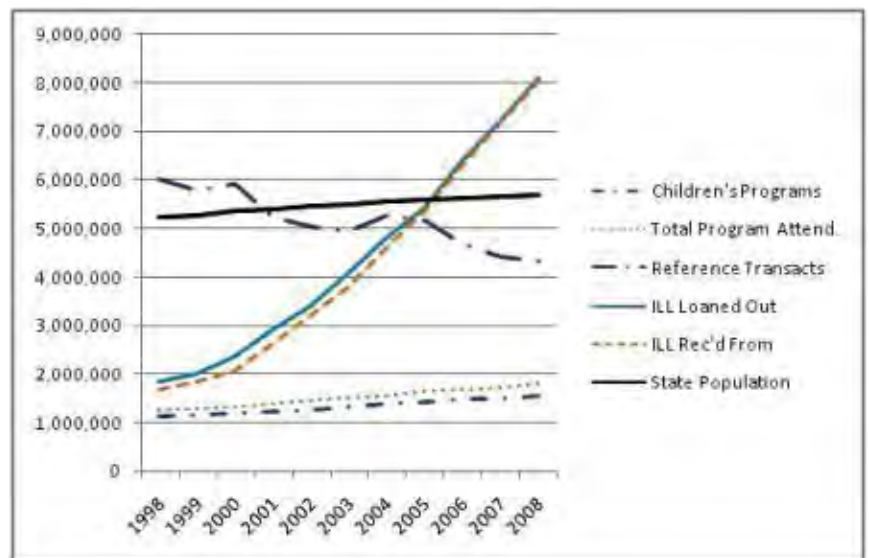
Long Term Trends

Comparing changes in various library services measures over a ten-year span demonstrates the steady growth that has outstripped simple population increases.

While state population showed only a gradual increase of 8.4 percent from 1998 to 2008, ILL loaned and received increased 336 and 373 percent respectively, largely due to the scope of resource sharing facilitated by shared regional library automation systems. Only traditional reference transactions showed a decrease of 28 percent during the period, possible due to the shift of reference resources to computer databases and online sources of information. Attendance at children's programs in libraries increased over 38 percent and overall program attendance increased 45 percent. Library visits increased 21 percent and circulation of library materials increased 33 percent.
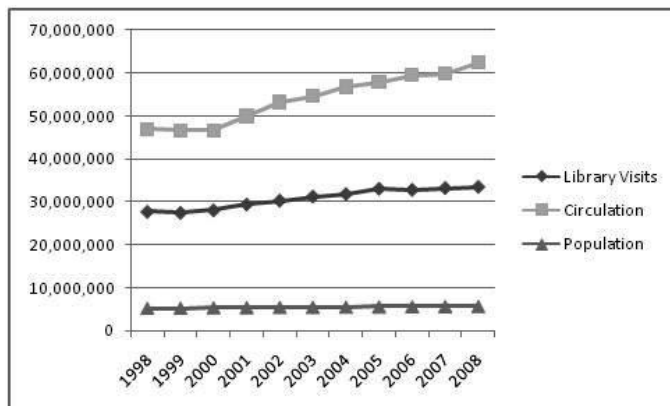

Chart 2: Increase of Library Visits (21%), Circulation (33%), and Population (8.4%) 1998 through 2008.

National Rankings

Use of public libraries by Wisconsin residents ranks high nationally. The Institute of Museum and Library Services per capita rankings for 2007, the most recent year available, places Wisconsin 15th in public library visits per capita, eighth in

circulation per capita, and first in interlibrary loans per capita. Wisconsin ranks 20th among states in population, so it is about on par, ranking 21st for total staff per 25,000 population, and 20th for librarians with an ALA-accredited Masters degree. For financial support per capita, Wisconsin ranks 20th in local support, and 23rd in total operating revenue.[3]
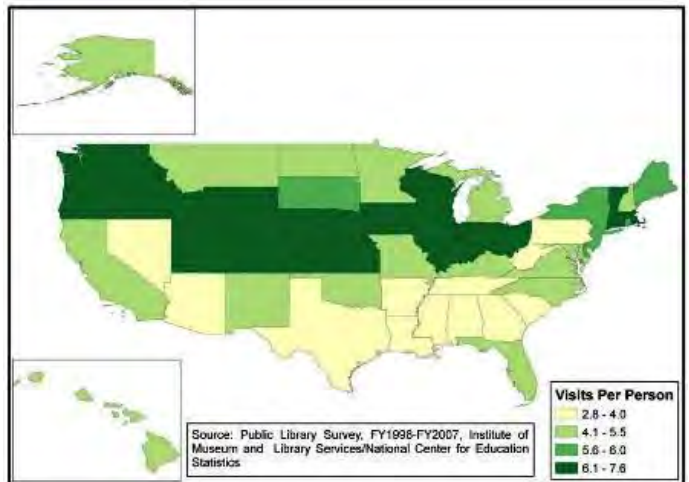
Map: Per Capita Visitation in U.S. Public Libraries, FY 2007. Wisconsin ranks 15th with 6.07 visits per capita per year. Ohio ranks first with 7.63 and Mississippi last with 2.81 visits per capita.

(Endnotes)

[1] See "The Public Library Annual Report: What It Is, Why It Is," *Channel*, v. 44, no. 4, Summer 2009, http://dpi.wi.gov/channel/pdf/chn4404.pdf#page=7

[2] Among libraries that reported visits in both 2007 and 2008.

[3] Henderson, E., et al: *Public Libraries Survey: Fiscal Year 2007* (IMLS 2009-PLS-02). Institute of Museum and Library Services. Washington, DC. http://harvester.census.gov/imls/pubs/pls/pub_detail.asp?id=122 ✿

Best Practices

Does Your Board Need an Operating Manual?

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

You can probably locate the library's personnel policy manual and customer service manual among your resources you use at board meetings, but can you find a manual that relates to library board policy?

Significant time is spent at board meetings discussing open hours, adding or discontinuing services, or modifying terms of employment for workers. Yet if you lack some sort of operating manual for the library board, you risk administering the library inconsistently meeting to meeting and year to year.

As individuals conclude their terms on the board, the corporate history is sliced a bit thinner, so that past practices and decisions become lost or ignored. This can cause a problem for a director with more than a few years in office who carries that corporate history and expects certain situations to be handled in the same manner as the last time that the event occurred. It can also cause confusion for new board members who are not provided a context for library board operations and general practices.

What are some topics that might be addressed in such a board policy manual? The document might clarify the role that the board plays in developing, analyzing and approving the budget:

- It would, of course, include the board's by-laws,
- It might include a year round timetable for fiscal planning, and a calendar for recurring issues (see the sample calendar included in *Trustee Essential 4,* http://dpi.wi.gov/pld/te4.html;
- It might include personnel-related issues such as the position and process concerning staff complaints directly to the board members;

- It might include the process in dealing with contracts and vendors;
- It might include the process for reviewing and adopting changes in policies proposed by the director;
- it might include policy and procedures for hiring beyond base salary, transferring funds within the budget, deposit and use of donations, or the provision for establishing operational rules or procedures;
- It might include the board's code of ethics and requirement to attend meetings;
- It might include funding and rotation for attendance at the annual library association conference;
- It might include the appropriate communications and relationships with staff when visiting the library and branches; and
- It might include when and how the board will discuss its dissatisfaction with the director outside of the annual performance review.

These are just a few of the core elements your board manual needs. And be warned that writing them may not be as easy as it first appears, unless you already have a start. Such an administrative document is an ongoing product because conditions do change that make past practices outdated, or members may agree that business should be conducted differently. When it is in writing and the board members and director work under the umbrella of its design, then the chance for ill will or ugly surprises are reduced.

Take the time to start assembling the document and then use it as your guide through board meetings.

This month's article is adapted from the Trustees' Corner published in the March 2002 issue of "The Outrider," a publication of the Wyoming State Library. ✿

BadgerLink's lunchtime webinar series: BadgerLunch

Want to learn how BadgerLink can help you and your library patrons or students? Often wonder what BadgerLink has to offer? Need to squeeze learning into an already tight schedule? Ever want to eat lunch with a Badger? (Ok, we are kidding about that last one…)

The Wisconsin Department of Public Instruction, Reference and Loan Library, has organized a webinar series, BadgerLunch, to help folks make better use of BadgerLink. This series of learning sessions will explore BadgerLink's rich collection of information tools. Each session covers one resource, database, or interface. All sessions *are open to anyone* who wants to learn. Topics include a description of the information/learning resource, searching techniques, and helpful features. All sessions are **Thursdays at noon** and last 30-45 minutes. Our Fall 2009 schedule is below.

Newspapers and History
DATE: October 22
SESSION: History Learning Resources from Britannica Encyclopedia School Edition
REGISTER: https://www1.gotomeeting.com/register/995123153
DATE: October 29
SESSION: History Reference Center from Ebsco
REGISTER: http://support.ebsco.com/customtraining

Science and Technology
DATE: November 5
SESSION: Science Reference Center
REGISTER: http://support.ebsco.com/customtraining
DATE: November 12
SESSION: Science Learning Resources from Britannica Encyclopedia School Edition
REGISTER: https://www1.gotomeeting.com/register/244752680
DATE: November 19
SESSION:Science Fulltext Resources from Ebsco
REGISTER: http://support.ebsco.com/customtraining

Money and Business
DATE: December 3
SESSION: Company Profiles, Industry Profiles, Country Reports, Business news, and Market Research from Business Source Premier
REGISTER: http://support.ebsco.com/customtraining

DATE: December 12
SESSION: Money and Business Learning Resources from Britannica Encyclopedia School Edition
REGISTER: https://www1.gotomeeting.com/register/393349712
DATE: December 17
SESSION: Business Information Resources from Ebsco
REGISTER: http://support.ebsco.com/customtraining

BadgerLunch Basic Information
What do I need to do to participate?
Generally speaking, the requirements include a reliably fast internet connection, a recent version of a web browser, speakers on your computer or headphones to listen to the presenter. A telephone isn't strictly required. Users can type instant messages to ask questions. Each vendor's webinar system may have specific requirements. DPI strongly suggests checking for additional requirements when registering.
Do I need to register in advance?
Yes, we strongly suggest you register in advance.
Who is presenting?
For most of the series, a professional trainer from each of product vendors will host each session.
I am not a librarian or a teacher. Does that matter?
Badgerlink and the BadgerLunch series is available to all residents of Wisconsin. No prior knowledge of the resource is required. We want all Wisconsin residents to understand and use these information resources.
I can't make that time. Will the sessions be recorded?
Yes, we will record these sessions and try to make them available on the BadgerLink homepage.
Who do I contact with my questions about this series?
Contact the BadgerLink Coordinator, Lisa Reale, at DPIBadgerLi@dpi.wi.gov OR complete the contact form at http://dpi.wi.gov/rll/wiscat/bl_sup.asp If you have other comments regarding the series or suggestions, please contact Lisa with those as well.
Should I log into a session early?
Yes, since each session is short, please log into the webinar a few minutes early so as not to disrupt the other participants. If you have little experience with webinars, then give yourself some extra time and log in a few minutes earlier.

Libraries benefit from Summer VISTA program

By Betsy Prueter, Education/
Grants Specialist, Community Learning
and Partnerships Team
Libraries, Technology, & Community Learning

The Department of Public Instruction, in collaboration with the Corporation for National and Community Service and President Barack Obama's United We Serve initiative (http://www.serve.gov/) sponsored a summer VISTA program that placed 19 Summer VISTAs (Volunteers in Service to America) in Wisconsin schools, libraries, and non-profits for a summer of community service. Nine of these VISTAs worked in public libraries in Ashland, Madison, Milwaukee, Racine, Reference and Loan Library (DPI), Sheboygan, Shiocton, and Woodville.

Summer VISTA's kicked off their "summer of service" experience on Monday, June 22, with orientation and training to coincide with the beginning of the United We Serve initiative.

VISTAs facilitated summer programs, developed literacy workshops for families, partnered with local businesses and agencies, helped to set up Friends of the Library groups, created access to job training resources, mapped assets in their communities, and organized fun summer activities for kids of all ages.

For instance, the Madison Public Library had been offering workshops intended to help patrons with writing their resumes & cover letters, navigating the web to find job opportunities, and filling out job applications online. Their VISTA, Jim Handorf, worked with the Library to help organize and run the workshops twice a week, increase funding through grant writing, and ensure the sustainability of the program by working with the library to develop criteria for what it takes to volunteer, creating materials used in the training of volunteers,

and building partnerships with local organizations.

In Racine, budget cuts and reduced funding has made community outreach a challenge. For this reason, Sarah Waller, VISTA, made this a priority for her summer. She traveled daily to day care centers and schools in the Racine community to read stories to children and sign them up for the summer reading program at the library. She learned quickly that the day care centers and schools were thrilled with this connection and were eager to pursue this partnership. She reports that "the best part of doing community outreach is seeing the children's faces when they enjoy the stories I read to them, or when they tell me that they can't wait for me to come back and read to them again. Just those little things show me how much these story times mean to the children, and what a big difference those little things can make in a community."

Stephanie Jurss, Summer VISTA at the Milwaukee Public Library, spent her summer visiting community organizations around Milwaukee to speak with the teachers and children about the Milwaukee Public Library's summer reading program. These outreach visits allowed her to

Summer VISTAs at their orientation in Milwaukee

VISTA — *from page 9*

explain the summer reading program to the children, share a story and literacy activity, hand out prizes, and host a popcorn party to celebrate the children's accomplishments!

Stephanie received positive feedback about her outreach: "As I go on my second visits to each of the schools, I often have students come up to me and say, "I've read three books so far," or "I've read two books," or "I've read all four of my books." Having a summer outreach program that encourages children to read and to take pride in their reading is a wonderful service to offer."

Finally, the Vaughn Public Library in Ashland identified a need for a summer VISTA to help organize two summer programs offered to area youth: "Be Creative" and "Express Yourself." Joe Amerman, Summer VISTA, worked with over 200 kids in these programs including organizing, implementing, and evaluating events, workshops and projects. Joe states that "for me, the accomplishment that I am the most proud of is not any one specific event; it's doing all the things behind the scenes that make the jobs of the people in charge easier. There are two excellent ladies that run this summer program, and they manage to do an amazing number of things all at once. So anything I can do that makes their jobs easier, and therefore allows them to increase the size and effectiveness of the program, I take great pride in." ✿

Summer VISTAs at their orientation in Wausau

BadgerLunch — *from page 8*

Who can help me to get access to BadgerLink?
Contact the BadgerLink Coordinator, Lisa Reale, at DPIBadgerLi@dpi.wi.gov or complete the contact form at http://dpi.wi.gov/rll/wiscat/bl_sup.asp
I am a librarian. Can I get Continuing Education (CE) credits for these sessions?
Yes. If you are a librarian in a public library you can accrue .5 CE credit for each 30 minute session attended.
What about school library media specialists, teachers and administrators?
These folks can use sessions for their PDP's (Professional Development Plans) if it fits with established goals.
Is there an email announcement list for BadgerLink?

Yes! Visit http://www.badgerlink.net/list.html to learn more.

BadgerLink is a project of the Wisconsin Department of Public Instruction (DPI), Division for Libraries, Technology, and Community Learning. The goal is to provide access to quality online information resources for all Wisconsin residents.

Partial support for BadgerLink is provided by the Library Services and Technology Act funds received from the Institute of Museum and Library Services (IMLS). Other funding provided by the Wisconsin Universal Service Fund. ✿