

Public libraries in 2009: Lean times, increased use

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

Every year, Wisconsin public libraries submit a report to the Division for Libraries, Technology, and Community Learning, providing information on their collections, service levels, appropriations, expenditures, administration, circulation patterns, and staffing.¹ The accumulated data allows libraries to compare themselves to peers for planning and budgeting purposes. The data is also submitted at the federal level, where it is compiled and becomes available for national comparisons. Collecting and analyzing library performance data not only allows libraries to be responsive to local needs, but also firmly establishes their accountability to funders.

The economic recession continued to affect both the state and local economies throughout 2009, and the impact on public libraries can be seen in somewhat contradictory fashion—while use of public libraries showed a marked increase, budget constraints forced libraries to reduce hours, purchase fewer new materials, and reduce staff.

Public Library Services

Traditional measures of public library use reported in 2009 indicate increases in nearly all categories.

- *Circulation* (items checked out for use outside the library), rose 5.1 percent over the 2008 total to 65.6 million items—an increase of over 3 million.
- *Library Visits* increased 2.8 percent among libraries who reported data in both years.
- *Attendance at library programs* increased 2.7 percent, and the total number of programs increased 6.1 percent.

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Rick Grobschmidt retires after 38 years of service to state and to education

Richard Grobschmidt, assistant state superintendent in the Division for Libraries, Technology, and Community Learning at the Department of Public Instruction since January of 2003, retired on September 10, 2010.



Rick Grobschmidt

"After 25 years of working in Madison and living in South

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Milwaukee, I find it is now time for me to say good-bye to my DPI family and spend more time with my South Milwaukee family,” said Grobschmidt. “I have truly appreciated the opportunity to work under the leadership of State Superintendent Tony Evers and past State Superintendent Libby Burmaster.”

Grobschmidt was appointed as assistant state superintendent by former State Superintendent Elizabeth Burmaster in January 2003. Previously, he had served as a state senator and as a member of the state Assembly, representing the people of South Milwaukee. He had chaired both the Assembly and Senate education committees. He began his professional career in 1972 as a social studies teacher at South Milwaukee High School. Grobschmidt earned his bachelor’s degree in education from the University of Wisconsin-Oshkosh and a master’s degree in curriculum and instruction from the University of Wisconsin-Milwaukee.

“I want to thank Rick for his dedicated service to the students, parents, educators, and librarians in schools, public libraries, and communities throughout Wisconsin,” Evers said. “Under his guidance, we have initiated an Individual Student Enrollment System (ISES); received over \$32 million in federal grants to create a Longitudinal Data System (LDS); encouraged a steady increase in the number of school districts offering 4-year-old kindergarten, now at more than 80 percent; and observed a steady, yearly rise in statewide public library use.”

During his service at the DPI, Grobschmidt has been an advocate for the following library service goals:

- For keeping public library service free and available for all
- For strong early literacy programs in public libraries that get preschoolers off to a good start
- For strong school library media centers staffed by highly-trained professionals
- For the efficient sharing of both physical and electronic library resources among all Wisconsin libraries
- For plenty of computers; and fast, affordable Internet connections in both libraries and schools, and
- For strong support for people trying to find a job or improve their job skills at their public library

Evers announced the appointment of Kurt Kiefer as Grobschmidt’s replacement. Since 2007, Kiefer has served as the chief information officer and executive director of Research and Program Evaluation for the Madison Metropolitan School District (MMSD). Kiefer has also served as the district assessment coordinator and registrar, and began working for MMSD in 1994 as a research and evaluation coordinator. Prior to his work in the Madison schools, Kiefer was a research analyst and manager of program evaluation for

Wisconsin Power & Light Company, from 1986 to 1994. Kiefer earned his master’s degree in administrative science in May 1986, and his bachelor’s degree in public administration in August of 1982, both from the University of Wisconsin-Green Bay. He began his new role as assistant superintendent on September 13. An article about Kurt Kiefer will be featured in the next issue of Channel. ✧



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Channel

A Newsletter of the Wisconsin Bureau for Libraries, Technology, and Community Learning

Summer 2010
Volume 45, Number 4

Channel (ISSN 0146-1095) is published four times per year by the Division for Libraries, Technology, and Community Learning, Wisconsin Department of Public Instruction. Its primary purpose is to provide information on the services of the DLTL and matters of interest to libraries and school library media centers in Wisconsin. Library Services and Technology Act (LSTA) funds partially support Channel publication. LSTA is administered at the federal level by the Institute of Museum and Library Services.

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IMT Fall Regional Meetings set

The Department of Public Instruction's Instructional Media and Technology (IMT) Team will hold its Fall Regional Technology Meetings at four locations around the state starting October 26. The meetings are presented to offer updates on library media, technology and associated programs. Dates and locations for the meetings are: Tuesday, October 26: Oconomowoc - Olympia Resort; Monday, November 1: Rice Lake - Wisconsin Indianhead Technical College; Monday, Nov. 15: Wisconsin Dells - Wilderness Resort, and Wednesday, November 17: Green Bay - Northeast Wisconsin Technical College. The program runs from 8 a.m. to 4 p.m. each day and costs \$50 per person. The registration deadline is October 22.

This year's meetings will include a mix of large and small group offerings aimed at providing district technology and library coordinators, curriculum coordinators, library media specialists, technology integrators, directors of instruction, and building principals the most current updates on different topics related to technology integration, assessment, and the use of free or low cost resources tied to Wisconsin standards. General sessions presented to all participants include:

- Intel Teach Overview and Elements: Assessment in 21st Century Classrooms
- ECB Resources: Video Link, Soundzabound and Other Resources

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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 Talking Book and Braille Library

813 West Wells Street, Milwaukee, WI 53233-1436
http://www.dpi.wi.gov/rll/wrlbph/index.html
Enid Gruska, Library Director (800) 242-8822

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Information & Technology Literacy Standards & Integration 267-1282

DPI Professional Library

Kay Ihlenfeldt, Librarian 266-3108

Resources for Libraries and Lifelong Learning

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Christine Barth
Interlibrary Loan Librarian 224-6171
Martha Berninger, Team Leader
Reference and Interloan 224-6168
Allison Coshenet
AskAway Reference Program 224-6165
Vickie Long
WISCAT User Support 224-5394
Lisa Weichert
BadgerLink Coordinator 224-5389
David Sleasman, Team Leader
Resource Sharing Technology 224-6179
Abigail (Abby) Swanton
Wisconsin Documents Depository Program and
Wisconsin Digital Archives 224-6174

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

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- *Interlibrary loans* (ILL) increased 11.3 percent—an increase of over 900,000 items, totaling nearly 9 million items loaned by public libraries to fill requests at other libraries.
- *Reference* transactions increased 3 percent among libraries that reported for both 2008 and 2009.
- Both total staff (full-time equivalent, FTE) and the number of librarians with masters in library science degrees decreased by over one percent.
- The number of new books added to library collections decreased 5.4% from 2008 levels.

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.

For the 2009 annual report, the Division added a question to gauge the adequacy of the broadband Internet to public libraries. In response to the question, "Is Internet speed adequate?" about a third of the states' 126 libraries serving about 26 percent of the state's population reported that "Our speed is sufficient almost all (95 percent or more) of the time." Another

170 libraries, serving about 46 percent of the state's population, responded "Our speed is sufficient most (at least 80 percent) of the time." The final 83 libraries, serving about 29 percent of the state, responded that "Our speed is not sufficient most of the time or at critical daily periods."

In 2009, use of technology in Wisconsin public libraries showed many increases, including:

- *Users of Public Internet Computers* rose 5.4 percent among libraries who reported data for both 2008 and 2009
- The number of Internet-connected public computers statewide rose 8.1 percent to 4888 workstations, an increase of 368 computers
- All public libraries in the state have *high-speed Internet* connections. While most libraries receive broadband service through Wisconsin's TEACH program, 95 libraries have a dedicated line supplemented by a DSL or cable Internet line.
- *Wireless Internet Access* increased from 89 percent to 96 percent of libraries, serving nearly all of Wisconsin's population.
- Use of *Internet filtering software* on public computers shifted in 2009, with five more libraries (30 total) reporting filters on all workstations, but fewer reporting filters on some of their workstations (58 libraries, versus 64 libraries in 2008). Over three-quarters of Wisconsin's public libraries use no filtering software.

Makeup of Wisconsin's Public Libraries

Of the **387** Public Libraries operating in 2009 were:

- **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 in Rusk County)
- **8** *consolidated county libraries* in Adams, Brown, Door, Florence, La Crosse, Marathon, Marinette,

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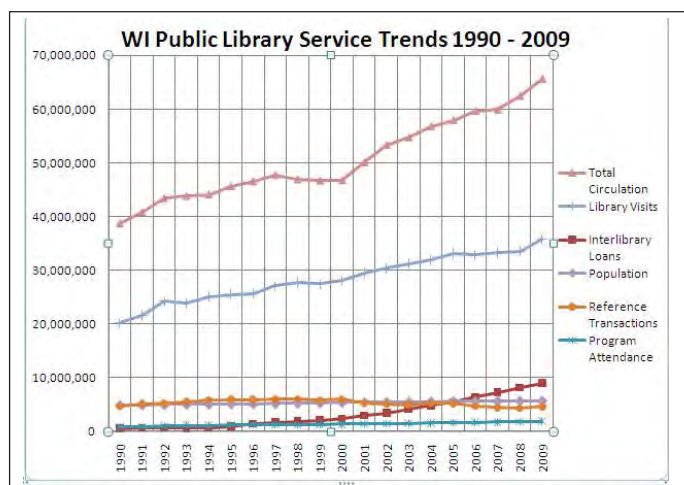
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and Portage Counties; although in Adams, La Crosse and Portage Counties there are other municipal libraries independent of the consolidated county library.

- **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 phased out their service early in 2009, and Dodge County discontinued services at the end of 2009.
- **10 bookmobiles** were operated by 7 libraries, the Dane County Library Service and the Eastern Shores Library System.
- The Rock Springs Public Library, closed due to flooding in the spring 2008, reopened in early October, 2009. The LaValle Public Library was closed through all of 2009, reopening in February 2010 in a new facility shared with the village hall.

Long Term Trends

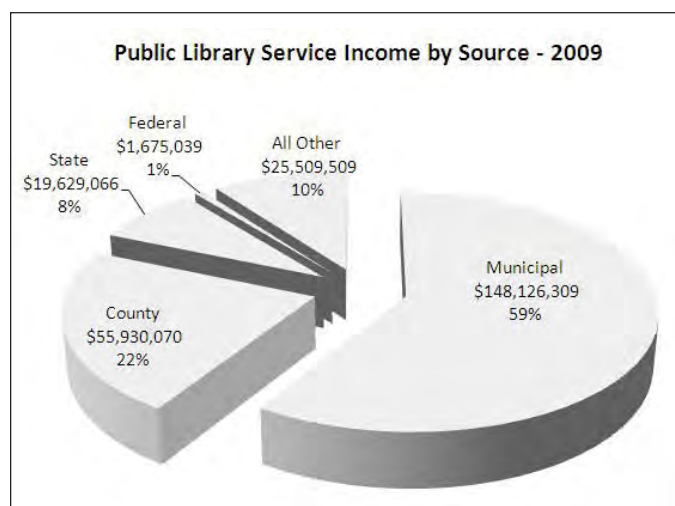
Comparing changes in various library services measures over a 20-year span demonstrates the demand on public libraries, where several services have increased more dramatically than simple population increases. The chart below is derived from the Wisconsin Library Service Data, (<http://dpi.wi.gov/pld/dm-lib-stat.html>), showing growth of library services, as well as state population, from 1990 to 2009.



While state population showed a gradual increase of 16 percent from 1990 to 2009, interlibrary loans increased over 1500 percent, largely due to the scope of resource sharing facilitated by shared regional library automation systems and the delivery network. Attendance at programs in libraries increased 116 percent (the scale of the chart causes the increase to seem less dramatic). Library visits increased nearly 78 percent and circulation of library materials increased 69 percent through the 20-year span.

Income and Expenditures

Total Wisconsin public library income increased by 2.9 percent to \$ 250.9 million in 2009. The statewide average per capita local and county tax support for public library service in 2009 was \$35.87, a 2.4 percent increase over 2008.



Of the state's population, 73 percent of residents live in communities that have established a local or county library. These residents paid an average of \$40.23 per capita for public library service, a 2.2 percent increase over 2008. The range of local support varied greatly, from under \$10 per capita to well over \$100 per capita. Residents living in communities without a local public library pay a county tax for public library service.

In 2009, municipalities provided 59 percent of all public library and public library system operating income, while counties contributed 22 percent. State and federal income accounted for about 9 percent of all revenue. The

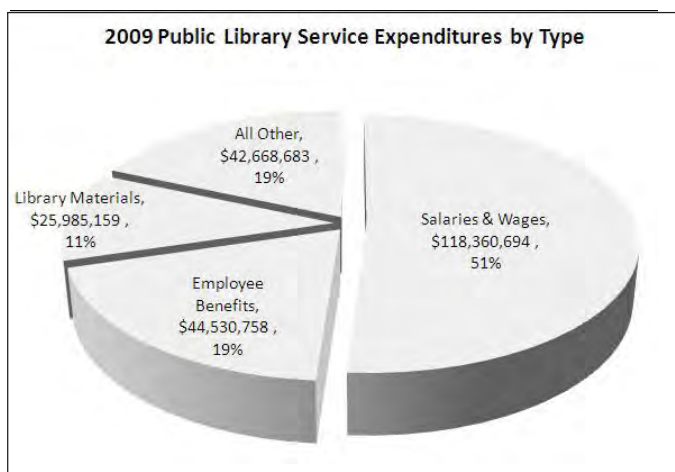
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remaining 10 percent came from service contracts, gifts, fines, endowments, funds carried over from the previous year, and other income. Overall, the funding distribution for public library support in 2009 was largely unchanged from the prior year.

Statewide, total expenditures for public library materials totaled nearly \$26 million, an increase of only one-half of one percent in 2009. Total operating expenditures for public library service in Wisconsin, including expenditures at the municipal, county, and public library system level, were \$ 231.5 million for 2009, an increase of 3.1 percent over 2008.

Total capital outlays were \$22.6 million, up from \$18.2 million in 2008. Most capital expenditures were from local sources, with 63 percent coming from local and county taxes and 31 percent from nontax sources such as donations and gifts.



Salaries, wages, and benefits accounted for 70 percent of operating expenditures at public libraries and public library systems. Library materials expenditures accounted for 11 percent, and all other operating expenditures (including supplies, utilities, maintenance) made up 18 percent of the total. Staff costs, including salaries, wages and benefits, increased to nearly \$162.9 million, a 2.9 percent increase over 2008.

National Rankings and Comparisons

Use of public libraries by Wisconsin residents compares favorable nationally. The Institute of

Museum and Library Services per capita rankings for 2008, the most recent year available, placed Wisconsin 15th in public library visits per capita, eighth in circulation per capita, and first in interlibrary loans per capita. Wisconsin also ranked 20th for total staff per 25,000 population, as well as for librarians with an ALA-accredited Masters degree. The state ranked 20th nationally in public library salary and wages per capita and 18th in total staff expenditures per capita.

For financial support, Wisconsin ranked 18th in local and county tax support per capita, and 22rd in total per capita operating revenue. Wisconsin ranks 24th nationally in collection expenditures per capita, up from 25th in 2007.

Wisconsin ranks 13th in total number of registered borrowers per capita. An estimated 3.5 million residents, or 62 percent of Wisconsin's population, are registered public library users.²

Conclusions

The economic downturn that started in late 2008 began to affect public libraries throughout 2009. Budget constraints meant lower increases in budgets, with some larger libraries reducing expenditures, professional staff, and, in some cases, reducing hours or days of service. Job losses throughout the state meant more and more people were turning to the public libraries for employment and training resources. Increases in circulation indicate that families sought lower-cost entertainment at the public library, and increases in computer use suggest that some unemployed workers had cancelled home broadband Internet, relying instead on the public library for their information access. ☼

¹ For more information, 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 Henderson, E., et al: *Public Libraries Survey: Fiscal Year 2008* (IMLS-2010-PLS-02). Institute of Museum and Library Services. Washington, DC http://harvester.census.gov/imls/pubs/pls/pub_detail.asp?id=130.

Wisconsin contingent attends ALA Library Advocacy Day

By Julie Schneider, Director
University of Wisconsin-Madison
Ebling Library for the Health Sciences

Capitol Hill was seeing red as over 1,600 librarians braved the hot temperatures to take part in Library Advocacy Day on June 29 during the American Library Association's (ALA) annual conference in Washington DC. Wisconsin was well represented at this event with over 20 librarians and library advocates from across the state joining together to rally for libraries.

The day started early with everyone grabbing buses that left from the Convention Center starting at 10 a.m. Thanks to a generous donation, nearly every librarian wore a red t-shirt expressing support of libraries. Under a bright Washington sky, we made quite an impression in the Upper Senate Hill Park where we gathered for the rally that started at 11 a.m. During speeches by ALA President Camila Alire, U.S. Senator Jack Reed (D-RI), young adult author Lauren Myracle, and U.S. Representative Vernon Ehlers (R-MI), all of the librarians cried out their support for libraries and called for Congress to always recognize the importance of libraries to education and to their communities. ALA Executive Director Keith Michael Fields was the final rally speaker and he asked all of us to remind our legislators that millions of school children and their constituents depend on library services each and every day.

Immediately following the rally, eighteen of the Wisconsin librarians



Librarians and supporters from around Wisconsin travelled to Washington, D.C., for the American Library Association's Library Advocacy Day 2010.

and advocates began a series of meetings with state legislators from both the House and Senate. We were represented by John Pollitz, M.J. Wiseman, JoAnn Carr, Jon Mark Bolthouse (along with his wife and nine-year-old daughter), Alberto Herrera Jr., Julie Schneider, Ewa Barczyk, Michelle McKnelley, Jean Zanoni, Linda Kopecky, Linda Vincent, Jamie Healy-Plotkin, Gary Poulson, Easter DiGangi, and Kristin Jacobson. It was great to have so many librarians participating in these visits and representing a variety of library types.

The entire group met with both Senator Russ Feingold and with Senator Herb Kohl but then we split the group in order to be able to meet with as many Representatives as possible. Later in the afternoon,

various Wisconsin librarians were able to meet and talk with Congresswoman Tammy Baldwin, Congresswoman Gwen Moore, Congressman Paul Ryan, and Congressman Ron Kind. We enjoyed our discussions with Senate and Congressional staff but we thrilled to also have the opportunity to speak directly and briefly with Senator Herb Kohl, Congresswoman Tammy Baldwin, and Congressman Ron Kind.

The Wisconsin Department of Public Instruction provided the librarians with a number of issue briefs that were shared with each of the office staff that we met with. ALA provided issue cards and briefs that were distributed as well. DPI staff were invaluable in getting

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Federal funds help libraries increase accessibility

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

The very first day that the library in Pepin retrofitted their entrance with an electronic door, a woman who has multiple sclerosis happened to come by on her scooter. She was delighted that the new door opener allowed her to come into the library without assistance. She told staff that there were now two public buildings in the whole community she could enter independently. 2009 Library Service and Construction Act (LSTA) funding was used to help make library buildings and services accessible to people with disabilities all over the state.

In 2009 \$150,000 was distributed to the seventeen regional library systems so they could offer their member libraries assistance in getting more buildings and services accessible. Some of the Systems matched the federal funding and many libraries also contributed local dollars for their projects.

Because of the funding, eight more library doors now open at the touch of a button, making it easier for people who use a wheelchair to get into public libraries or to go from one area to another without assistance once they are in the building. Library users in nineteen more libraries will find a scooter, a wheelchair, or a shopping cart at the door to help them move more comfortably through the library. An elderly gentleman in Kimberly

liked the library's wheeled walker so much he told the library staff he bought one just like it for use at home. He appreciated being able to try one before he made his purchase. A library in the Wisconsin Valley Library Service (WVLS) reported that the local assistive living centers and nursing home staff appreciate having a wheelchair at the library when they bring residents to the library. It is one less chair they have to bring on their van. Another library in WVLS reported that the wheelchair is a well-used new addition in the library. But also noted that people coming into the building that is shared with the village, stop by the library to get the wheelchair to help them access the village offices and meetings. The wheelchair has made the village offices accessible, as well as the library.

Patrons with hearing disabilities will find personal amplification devices in six libraries in Eastern Shores. Patrons who have trouble hearing speakers during meetings will be able to read what the speaker is saying in real time at the library in Shorewood because they now have a voice recognition program called "Dragon Naturally Speaking."

Fifty-six libraries in the state purchased large-screen or touch-screen monitors on their computer workstations in 2009. These large monitors make it much easier for patrons with vision disabilities to read the screen. At 11 libraries,

software that enlarges the text on the screen such as JAWS, MAGic and ZoomText has been added. A patron with significant visual impairments in Black River Falls said, "MAGic on the computer has been very helpful. For a visually impaired person, most things in the library are not for me, like large print books. I can't read the signs, nor the titles on the audio books or videos. BUT this is a tangible sign that I really belong here... So thanks for getting MAGic and the bright (high contrast) keyboard."

Thirty of the libraries that purchased large monitors last year also bought large-print, high contrast keyboards. A senior patron in Westby refers to the workstation with the large monitor and large-print keyboard as "his station" because he likes the new equipment so much, he never uses any of the other workstations. So many patrons mentioned they liked the large print options that the library has decided to purchase more of the equipment with local funding. Patrons who have vision problems will have access to full-spectrum lighting that they can move around to best suit their needs in twelve more libraries in Northern Waters Library Service and Waukesha County Library System. Library users with vision impairments will also be able to try out sets of magnifiers in forty-one libraries, from Ashland to Lancaster, and La Crosse to Wausau.

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Bob Bocher receives WLA's Special Service Award

The 2010 Wisconsin Library Association's Special Service Award has been awarded to Robert Bocher, Public Library Technology Consultant with the Division for Libraries, Technology and Community Learning.

Bob Bocher has for many years been one of the preeminent state and national leaders in the effective use of technology to improve library service to the public.

In response to receiving the award, Bocher said, "I am sincerely honored to be recognized by the Wisconsin library community. The Internet — and especially Web — has infused itself into all aspects of library service. I hope my modest efforts over the years to help libraries get connected have enhanced library services and helped to broaden the world of information access for staff and library patrons."

Bocher has been working in the area of libraries and information technology for over 30 years.

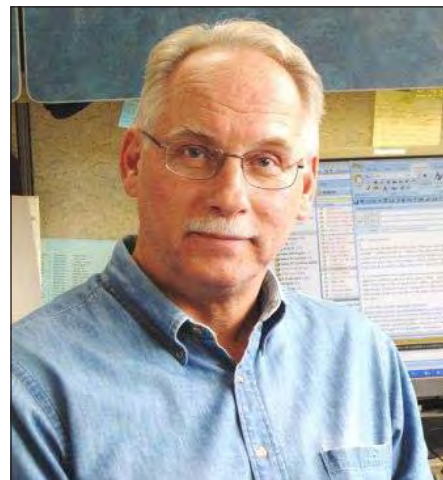
Bocher managed WISCAT, the state's union catalog from its inception in the early 1980s until its transition from microfiche to CD-ROM late in the decade.

In the 1990s Bocher worked with the state's networking office on the development of BadgerNet, Wisconsin's statewide telecommunications network. All of Wisconsin's public libraries have broadband Internet access and over 95% are connected to BadgerNet, which is one of the largest state networks in the country connecting over 2,400 public sector agencies. Bocher has worked to ensure that the network is affordable for even small, rural libraries.

Bocher also helps coordinate the federal E-rate program. Since the program's inception, Wisconsin schools and libraries have received over \$325 million in federal E-rate discounts for Internet access and broadband connectivity.

Wisconsin has received five grants from the Bill & Melinda Gates Foundation, all written and administered by Bocher. The latest grant is the

Opportunity Online PC Grant Program. In July 2009, the foundation awarded the Division \$738,400, which will go to one hundred of the state's public libraries to purchase a total of 447 PCs. The grant includes sufficient funding for libraries to also purchase software, peripherals, and to provide technical support for the computers.



Bob Bocher

Most recently, Bocher has been instrumental in Wisconsin being awarded a \$28 million federal broadband grant that will bring fast fiber connections to Wisconsin's schools and public libraries.

At the national level Bocher has assisted the ALA Office for Information Technology Policy (OITP) in a number of areas over the past several years including:

- Serving on the E-rate Task Force since 1999, including a term as Chair.
- Serving on the OITP's Advisory Committee.
- Serving as the first Chair of OITP's Telecommunications Subcommittee.
- Developing OITP's Internet Access Principles and the ALA's position on Net Neutrality.
- Developing official ALA comments filed with the Federal Communications Commission on Internet and broadband issues.

In July, 2009, the American Library Association's Office for Information Technology Policy appointed Bocher as an OITP Fellow. Bocher provides the OITP with strategic advice on an array of networking

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Net Neutrality and its importance for libraries

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

Net Neutrality is the concept that library staff, patrons or anyone should be able to access legitimate Internet content, or use Internet services or applications without concerns that such access or use will be blocked or degraded by an Internet service provider. This means that accessing any content or using any service or application is done in a “neutral” fashion and there is no network configuration, policy, or practice—outside of library or end user control—that discriminates against Internet use. This article will review the background on Net Neutrality and offer several reasons why the library community should be concerned about maintaining an open, “neutral” Internet.

Background on Net Neutrality

To have a basic understanding of Net Neutrality it is necessary to have a basic understanding of the federal regulations that impact telecommunication networks and the Internet. In brief, the Federal Communications Commission (FCC) regulates the interstate telecommunications industry. In the 1990s, when many public libraries and consumers had only dial access to the Internet, the FCC divided the regulatory framework for Internet access into two segments. (1) It regulated the underlying telecommunications service used for dial access, but (2) it considered the Internet itself an unregulated “information service.” This distinction is an important aspect of Net Neutrality. That is, while the FCC never regulated the Internet, historically it regulated the underlying telecommunications circuit over which Internet content was transmitted. And by law these circuits—and the companies that control and manage them—cannot discriminate on content; they are *neutral*. Non-discrimination is clearly articulated in federal statute. For example, Title 47 U.S.C. §202 states that it shall be unlawful for any telecommunications carrier to make any “unjust or unreasonable discrimination in charges,

practices, or services, or to subject any person to any unreasonable prejudice or disadvantage.” This antidiscrimination language means that phone companies cannot block the content of any voice conversations or the content of any Internet information. The federal statutes also require telecommunications carriers to design their systems so that other carriers can interconnect with them. This interconnection has been essential in creating a seamless nationwide telecommunications network which is now used far beyond its original purpose of transmitting voice conversations.

The clear distinction between the regulated telecommunications service and the unregulated Internet information service was easier to maintain when most people had dial access because it was easier to differentiate the circuit from the Internet access. (At its peak AOL had over 20 million dial-up customers.) This distinction began to break down when cable companies started offering broadband Internet service in the late 1990s. At the time some cable companies did not offer phone service and thus the FCC could not regulate them as providing telecommunications service subject to the statutory nondiscrimination language. The regulatory distinction also blurred as more telephone companies began to offer digital subscriber line (DSL) broadband Internet service. With DSL the telecommunications circuit and Internet access are bundled together as one seamless service.

As the move to broadband Internet access was clouding the FCC’s regulatory framework, there was also a desire to increase broadband access throughout the country, especially residential access. One of the assumed ways to increase access was to reduce the regulatory burden on broadband Internet providers, namely the cable and phone companies. The assumption was that less regulation would spur competition, which would drive down prices and thus increase Internet

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availability. These two factors—the changing technology and the desire to increase Internet access—were key reasons why the FCC in 2002 declared that cable Internet access did not contain “a separate telecommunications service” and therefore was not subject to the antidiscrimination and interconnection statutes that applied to telecommunication companies. At the time of this ruling the FCC said its action would “promote broadband deployment, which should result in better quality, lower prices and more choices for consumers.” This FCC decision was subject to a law suit from a small Internet provider in California who said that the ruling would prevent it from making the connections needed to provide Internet access. The case eventually was appealed to the Supreme Court which in June 2005 ruled that the FCC had the authority to declare cable Internet access to be an unregulated “information service.” Shortly after this decision—and to create a level playing field—the FCC declared that DSL Internet access provided by phone companies was also unregulated. These FCC decisions meant that cable and phone companies providing broadband Internet access were no longer bound by federal non-discrimination statutes that ensured an open “neutral” access to all Internet content. Regarding these actions FCC Commissioner Michael Copps, a Net Neutrality supporter, stated, “We need a watchful eye to ensure that network providers do not become Internet gatekeepers, with the ability to dictate who can use the Internet and for what purpose.”

In 2007 Comcast, the nation’s largest cable provider, was accused by some of its Internet customers of blocking file sharing. While initially denying it took such action, Comcast eventually admitted that it purposely degraded file sharing for some of its heavy-use customers to help ensure that its other customers had acceptable access. In other words, Comcast was not treating all Internet content in a “neutral” manner. Following complaints to the FCC in August 2008 the Commission issued an Order stating, “Although Comcast asserts that its conduct is necessary to ease

network congestion, we conclude that the company’s discriminatory and arbitrary practice unduly squelches the dynamic benefits of an open and accessible Internet.” Furthermore, to address this discriminatory practice the FCC required Comcast to “submit a compliance plan describing how it intends to stop these unreasonable management practices.” Although Comcast complied with this FCC order it also challenged it in federal court saying that because of its earlier actions, the FCC lacked the authority to issue such an order. In April 2010 the federal appeals court agreed with Comcast and said that, since the FCC deregulated broadband, it could not then rely on more general statutory provisions to enforce non-discrimination in the delivery of Internet content. As a result of the court’s decision, in May the FCC proposed a *Third Way* to try and still ensure an open, neutral Internet. The Third Way will reinstate regulations on nondiscrimination but it will not apply all of the regulatory provisions that have historically applied to telecommunication companies. For example, the FCC specifically stated that it will not regulate the price of Internet access. The American Library Association and many public interest groups support the Third Way, while most in the telecommunications and cable industry oppose it. As of the date of this Channel article the FCC is still reviewing its options in this area.

Net Neutrality and Its Impact on Libraries

There are several reasons why maintaining an open “neutral” Internet is important to the library community. From a policy perspective, Net Neutrality is closely related to the Library Bill of Rights. For example, the Bill of Rights states that:

- Libraries should provide materials and information presenting all points of view.
- Libraries should challenge censorship.
- Libraries should cooperate with persons and groups concerned with resisting abridgment of free expression and free access to ideas.

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Several more specific reasons or scenarios on why Net Neutrality is important to libraries include the following:

- **Slow Internet access:** Staff and patrons now often complain that the library's Internet access is slow. This is primarily because of limited bandwidth. If Net Neutrality is lost libraries may find themselves in a position where they have purchased adequate bandwidth but access is still unacceptably slow because they now cannot afford to also pay for faster priority service charged by their Internet provider. Most libraries do not have deep financial pockets to pay for priority service.
- **Licensed content:** Like BadgerLink in Wisconsin, forty-five states now have state programs enabling their libraries to have web access to reference materials, periodicals and other content. Libraries do not want to see access to these critical resources restricted by some Internet provider. Content discrimination will become more plausible as more broadband providers also become content providers. The Internet could degrade into something resembling the current cable TV environment where consumers do not have the latitude to select the channels they want but must take whatever packages are offered by their cable company.
- **Shared integrated library systems:** Over 92% of Wisconsin public libraries are in shared integrated library systems (ILS). Libraries could experience slow response times for circulation transactions and OPAC queries.
- **Use of multi-media:** Staff or patrons viewing videos or using voice telephony (e.g., Skype) may experience severe quality problems and the transmission may degrade to the point of being unusable.

- **Library websites:** Anyone accessing the library's website may find it very slow and frustrating.

The American Library Association has filed several comments with the Federal Communications Commission in support of Net Neutrality. The ALA supports common sense action by the FCC to preserve open, nondiscriminatory access to the Internet. The most recent ALA comments were filed in July 2010 (see <http://fjallfoss.fcc.gov/ecfs/document/view?id=7020543844>). These comments support of the FCC's Third Way proposal referenced above. In conclusion, the ALA comments state:

Libraries, and indeed all consumers, need to be assured that they will be able to access legitimate Internet content, or use Internet services or applications without fear or concerns that such access or use will be blocked or degraded by any entity with the means and control to do so.

If you have any questions on Net Neutrality, contact Bob Bocher, DPI Library Technology Consultant (608-266-2127, robert.bocher@dpi.wi.gov). Bob is also a Fellow of ALA's Office for Information Technology Policy (OITP) and he is the primary author of ALA's comments to the FCC on Net Neutrality. ☼

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Eighteen more workstations also offer patrons the option of using a trackball, rather than a mouse, to input data. Patrons who have limited motion in their hands sometimes find trackballs easier to use than a mouse. And 16 more libraries now have touch-screens that allow patrons who have difficulty working a mouse or trackball to manipulate the screen by touching it.

2010 System accessibility projects are underway now, trying to help libraries across the state make their buildings and services continually more accessible to people who have disabilities. ☼

Governor's office announces appointments to COLAND

Governor Jim Doyle's office recently announced one new appointment and six reappointments 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.

New member Ewa Barczyk of Milwaukee was appointed to a term

expiring July 1, 2013. Michael Bahr of Germantown, Nita Burke of Darlington, Bob Koechley of Fitchburg, Sandra Melcher of Milwaukee, Annette Smith of Milton, and Kristi Williams were reappointed to terms also expiring July 1, 2013. Other members of COLAND are Barbara Arnold, Madison; Mary Bayorgeon, Appleton; Francis Cherney, Milladore; Miriam Erickson, Fish Creek; Catherine Hansen, Shorewood; Lisa Jewell, Madison; Douglas Lay, Suamico; Jessica MacPhail, Racine; Calvin Potter, Sheboygan Falls; Susan Reynolds, Cable; Lisa Sterrett, Viroqua, and Kris Adams Wendt, Rhinelander.

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.

At their July meeting in Wausau, COLAND members approved a new slate of officers for the 2010-2011 year. New officers are Miriam Erickson, Chair; Sandra Melcher, Vice Chair; and Annette Smith, Secretary.

Additional information about COLAND can be found at <http://dpi.wi.gov/coland/index.html>. ☼

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materials in support of Library Advocacy Day to Washington DC.

Some of the key issues that we brought to the attention of Senate and Congressional staff included: funding for the Library Services and Technology Act (LSTA) at \$300 million; the funding of the "Improving Literacy through School Libraries" program at \$100 million; in the ESEA Reauthorization, the inclusion of a requirement that all schools have a fully-funded school library with a full time, state-certified school librarian; support for a free and open Internet for all by voting in favor of Net Neutrality; co-sponsorship of the "Access to Twenty-First Century Communications and Video Accessibility Act" of 2009;

continuation of Universal Service (E-Rate) discounts for schools and public libraries, and the co-sponsorship of the Federal Research Public Access Act of 2009.

The librarians that participated in Library Advocacy Day are unanimous in their enthusiasm for meeting with Senate and Congressional staff and in sharing their individual stories of providing library services and resources to the communities they serve in Wisconsin.

If you were in Washington DC on June 29 and anywhere near the Capitol or nearby buildings, you too would have seen a sea of red and would have heard the rallying cries of, "We're going to tell them!" and "Vote for Libraries." ☼

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issues from the technical, policy, and operational perspectives.

Bob was a founding member and first president of the Friends of the Monona Public Library and served for twelve years on the Monona Public Library Board. In his spare time he co-authored the book "Privacy In the 21st Century: Issues for Public, School and Academic Libraries."

Congratulations to Bob for this well-deserved award. ☼

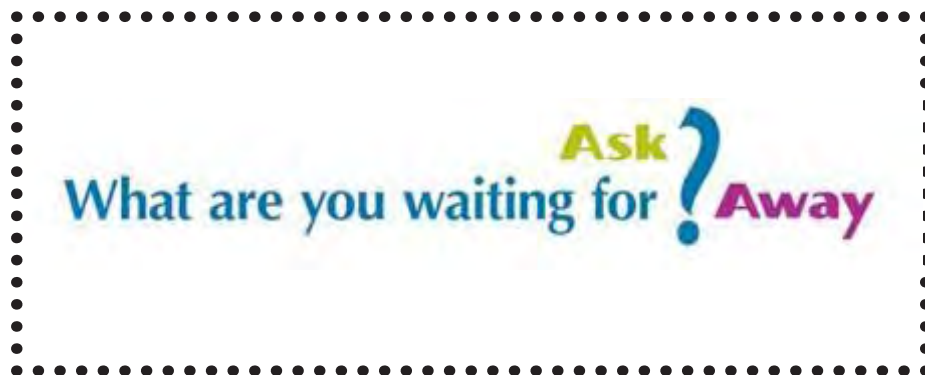
Libraries around state celebrate AskAway Awareness Week

By Martha Berninger, Supervisor,
Reference and Interlibrary Loan
Reference and Loan Library

Libraries across Wisconsin celebrated the statewide virtual reference service, AskAway, during AskAway Awareness Week 2010, held September 13-17. In advance of the event, the AskAway public relations committee sent press releases that libraries could share in their newsletters, post on their bulletin boards, or send to their local newspaper. Libraries also received ideas for activities they could conduct during the observance week.

During the week of September 13 through 17, libraries received daily emails highlighting useful, thought-provoking, and fun facts about ways to maximize the reach of the service. Tips focused on the different types of users who can most benefit from AskAway, highlights of the history of the service, and unusual questions and applications of the service.

After AskAway Awareness Week 2010, a survey was sent to librarians and libraries to learn how they celebrated the event, how their patrons responded, and how the annual celebration and year-round service can be improved. The feedback received will be incorporated into strategic planning designed to fine-tune the service during the coming year.



The dedicated Wisconsin librarians who answer questions on the AskAway chat service are staff members of public and academic libraries and state agency libraries across the state. Librarians from more than thirteen different Wisconsin libraries provide a total of 59 staff-hours of chat coverage. A total of 14,540 questions have been handled by Wisconsin AskAway librarians this year. They are part of a national and international consortium of librarians who staff the service. In July 2010, a total of 40,394 questions were handled by the international team of librarians who provide staffing to the international service. A total of 2,705,061 questions have been handled worldwide by the QuestionPoint service since it began in 2002.

A growing number of Wisconsin schools offer their students access to the AskAway chat service from their library website. Wisconsin schools currently using AskAway are located around the state, they include elementary, middle and

high schools located in fourteen of the seventeen public library system areas. Resources for Libraries and Lifelong Learning and the Milwaukee Public Library, working in conjunction with school library media specialists, handle any chat follow-up needed by Wisconsin school students.

AskAway can provide students and members of the general public with answers to questions around the clock. The service not only meets patron's needs for specific information, it helps members of the public and students build important information literacy skills, and offers library-related services to students at hours when their school libraries are not available.

The statewide availability of AskAway is made possible by an LSTA grant administered by the Wisconsin Department of Public Instruction. For more information on the AskAway service please contact Martha Berninger at 608-224-6168 or Martha.berninger@dpi.wi.gov. ☼

What's Happening in Wisconsin Libraries

Fond du Lac bookmobile gets a makeover

By Terri Fleming, Community Information Coordinator
Fond du Lac Public Library

The program was called “Art in Action,” but “Art on Wheels” would have worked, too. About 35 Fond du Lac area middle school students worked for two weeks to repaint the Fond du Lac Public Library Rosendale Satellite, formerly known as the Bookmobile. The students worked with the Boys and Girls Club staff and library AmeriCorps VISTA volunteers to brainstorm ideas, create the concept and paint their finished design on the bus. The colorful design includes books, kids reading, a landscape scene and lots of fun details. To celebrate their achievement, the kids were treated to a water park trip at the Wisconsin Dells. “One of the goals we have for youth programming here at the library is to foster collaboration and creativity among kids and teens,”

said library Director Ken Hall. “This project gave kids from diverse backgrounds the opportunity to work together to create a work of art that will be a lasting addition to the community. At the same time, they took a worn-out, rusted vehicle and turned it into an eye-catching addition to our library services. We

are thrilled with the outcome.”

Art in Action was a program of the Fond du Lac Public Library, the Boys and Girls Club, the Volunteer Center of Fond du Lac and UW Extension Fond du Lac County. Sponsors of Art in Action were MetLife Foundation and the Exchange Club of Fond du Lac. ☼



(Photo courtesy of Fond du Lac Public Library)

Public libraries among those served by DPI VISTAs

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

The Department of Public Instruction (DPI) sponsored its annual Summer VISTA Associate Program during the summer of 2010. DPI supported 26 full-time Summer VISTA Associates in communities across the state June through August. Their work focused on recruiting volunteers in public libraries and schools, tutoring students, staffing resource centers, mentoring at-risk youth as well as economic development and job recovery.

In collaboration with the Corporation for National and Community Service (CNCS) and President Obama's

United We Serve initiative DPI sponsors a “Summer VISTA Associate” program each year to engage 20-30 individuals in intensive community service in Wisconsin schools, libraries, and non profits due to a grant it receives from CNCS. The Corporation for National and Community Service was established in 1993 to connect Americans of all ages and backgrounds with opportunities to give back to their communities and their nation. United We Serve is a nationwide service initiative designed to meet growing community challenges. “With the knowledge that ordinary people can achieve extraordinary things when given the proper tools, President Obama is asking us to come together to help lay a new foundation for growth.

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Wisconsin EETT projects pilot Technology Proficiency Assessments

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

In 2010 - 2011 Enhancing Education Through Technology (EETT) projects pilot statewide information and technology literacy assessments for grade eight educators and their 8th grade students. Nineteen district and regional consortium EETT projects that include 229 school districts, over 600 grade eight teachers and library media specialists, and nearly 21,000 students plan to complete a pre-assessment this September followed by the post-assessment in May of 2011.

A recently released report by the Partnership for 21st Century Skills urges that it is not enough for students to have technology knowledge and skills, but that they also should be able to use their technology skills to analyze information, think critically, to solve problems, and better communicate ideas to others locally and throughout the global community. The No Child Left Behind Act of 2001 (NCLB) includes two technology proficiency recommendations: one, every student should be technology literate by the end of eighth grade and the second, all educators should effectively use educational technology to enhance student academic achievement. The primary goal of Title IID of NCLB, Enhancing Education Through Technology, program is to improve student

academic achievement through the use of technology in elementary and secondary schools. Secondly, EETT supports ongoing, high-quality professional development that enables educators to effectively use educational technology to support instructional practice that fosters higher student academic achievement across the curriculum and that can be widely replicated across our state. This EETT pilot project measures all of these skills and applications.

Annually, the DPI reports to the U S Department of Education the number of grade eight students who are technology proficient, the number of districts where the curriculum is aligned to *Wisconsin's Model Academic Standards for Information and Technology Literacy* (WITLS), and the number of our teachers who are proficient in effectively integrating educational technology into classroom teaching and learning. Throughout the past, each school district and each EETT project developed their evaluation plan and assessment instruments. Thus consistency of measurement and data reliability and validity varied. With this 2010-2011 pilot in place, all participating schools, educators, and students will be completing *Next Generation Assessments* for professionals and for students.

Next Generation Assessments (NGA) are web-based assessments that measure student and teacher skills. The student assessments are aligned to *2007 ISTE NETS-S*

Standards, *AASL Standards for the 21st Century Learner*, and *Partnership for 21st Century Skills*, which are the foundation blocks of *Wisconsin's Model Academic Standards for Information and Technology Literacy*. NGA's teacher assessments are aligned to the TPAK Model (Cox, & Graham 2009) and the *2009 ISTE NETS-T Standards*, which have become the national guideposts for measuring teacher technology literacy and effective instructional practice.

Bill Foster of School Perceptions and Tammy Stephens of The Stephens Group formed a partnership to build *Next Generation Assessments*. Together Bill and Tammy bring strong experience and practice in needs assessment research, design, and project management, as well as the implementation and specific technical expertise and experience necessary to effectively support school district administration, teachers, and students in these assessments throughout the pilot year.

The launch date for this year's pilot was September 8 in Madison. Throughout the school year ongoing support is planned for each EETT project and their participating schools. Data analysis will guide implementation of each project's professional development program and future EETT competitive grant programs. The final reports will support consistent data to be reported to the U S Department of Education. ☼

Moving forward from the Wisconsin School Library Summit

By Nancy Anderson, Consultant
School Library Media
Instructional Media and Technology Team

On June 22, 2010, an action team met to continue to develop the vision drafted during the Wisconsin School Library Summit, held in late April 2010. This work group represented several of the stakeholders who participated in the spring summit. Jan O'Neill, co-founder of QLD (Quality Leadership by Design) again facilitated the process for reaching consensus on the key components of a vision for moving forward. The process began from a point of general agreement that there is a need for equitable and universal access to strong school library programs and highly qualified school library media specialists. As a result of the diverse perspectives of this group, their willingness to work through the process, and their collective wisdom, a vision statement is now in place so other action teams can also move forward.

The final articulation describing what the library media program of the future should look like in Wisconsin included three key components under one comprehensive vision statement. The global vision and three focus areas for implementing that vision are as follows:

Vision for Wisconsin students

All students in our state will graduate being effective users of information and technology skills and tools necessary for successful life in the 21st century.

Students will be able to:

- read, view and listen for pleasure, personal growth and learning
- conduct academically relevant, personally meaningful inquiry
- inquire, navigate, critically evaluate, acquire knowledge and contribute to the world of information
- build and manage their personal emerging knowledge base
- develop and communicate ideas in multiple formats
- demonstrate self-accountability and awareness of issues of ethical use, privacy, and safety in online environments.

Vision for Wisconsin Library Media Program

To meet the needs of all students in our state to be effective users of information and technology skills and tools necessary for successful life in the 21st century, the Library Media Programs in our state will:

- Maximize the availability and accessibility of Library Media Specialists to work collaboratively with teaching teams to design, implement and assess 21st century learning environments and units of instruction
- Maximize the availability and accessibility of Library Media Specialists to work with students individually and in groups to teach and use inquiry, digital literacy and information management skills
- Create virtual and physical library and learning environments where students can individually and collectively contribute to the world of knowledge
- Have sufficient resources, access and tools for all students to individually and collaboratively explore their information and literature needs and interests, develop their own personal information management strategies, and create, communicate and exchange ideas with others.
- Use measurable data to assess student learning and evaluate program effectiveness.

Vision for Library Media Specialists' Role

The Library Media Specialist, in concert with teachers and administrators, plays an essential role in students being effective users of information and technology skills and tools necessary for successful life in the 21st century. Specific roles the LMS will play:

1. As a teacher, teaches all students to ask higher-level thinking questions, conduct inquiry, ethically use appropriate technology tools and resources, communicate using a variety of formats, and develop their own knowledge base.
2. As a leader in the school's learning community, collaborates with teachers to:
 - apply the pedagogical skills necessary to guide a 21st century curriculum;

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DPI VISTAs — from page 15

This initiative aims to both expand the impact of existing organizations by engaging new volunteers in their work and encourage volunteers to develop their own “do-it-yourself” projects.” (<http://www.serve.gov/about.asp>)

The 26 VISTAs who served in 2010 committed 8 weeks to fighting poverty, mobilizing volunteers, and developing sustainable community partnerships. They worked in public libraries in Fond du Lac, Racine, Ashland, Shiocton, Madison, Milwaukee, and Sheboygan. Non profits and schools involved included Parents Plus of Wisconsin, National Alliance of Mental Illness in Milwaukee, Children’s Outing Association (Milwaukee), Milwaukee Urban League, Howe Neighborhood Family Resource Center (Green

Bay), UW- Eau Claire Pre College Program, Milwaukee Public Schools Summer School, Milwaukee Public Schools Parent Resource Center, Milwaukee Parent Teacher Association (PTA), Bayview International Educational Center for the Arts (Madison), and the UW-Madison Education Outreach and Partnerships Office. Stories from each member are available online here: <http://sites.google.com/site/dpivistaproject/summer-vista-project>.

In return for their service, members received a modest living allowance during their service and had the option of receiving an Education Award after completing their service. Nationally, about 7,000 VISTA members are placed each year in low-income communities around the country. ☼

IMT — from page 3

- NEW BadgerLink Resources for 2010-11
- EETT Student & Teacher Technology Literacy Assessment Project: First Look at the Assessments!
- Strengthening You Library Media Program & Services through Program Evaluation

Breakout Sessions to choose from include:

- Ide@s and Thinkfinity Online Course – Resources with Wisconsin Flavor!
- Encyclopedia Britannica on BadgerLink
- AASL Standards and School Library Summit Update
- Challenges of Implementing Open Source and Web 2.0 Software in *YOUR* District

To register, visit the IMT home page for a link to online registration, to download the meeting flyer/agenda at <http://www.dpi.wi.gov/imt/>, or go directly to RegOnline at <http://www.regonline.com/register/checkin.aspx?EventId=886627>.

For additional information, please contact Amy French at amy.french@dpi.wi.gov. ☼

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- assure access to an information and technology-rich curricula that motivates all students to be effective users of Information, Communication and Technology so they will be successful in their post secondary and career choices;
 - use effective teaching strategies embedded in general education curricula to teach each student to be a progressively active 21st century learner.
3. As a library media center administrator creates information and literacy-rich environments for students and teachers that meet their unique needs.

The final meeting of the planning committee took place on September 21. A majority of those involved in this capacity will continue on as part of the steering committee. This group also aligned the action teams with the vision statement so we can all continue to move forward. We appreciate the time, energy, and shared wisdom of all who have been involved in this endeavor. Please contact us if you are interested in participating as part of an action team. ☼

2010 has been another busy year for BadgerLink

By **Sally Drew**, Director
Reference and Loan Library

Since January 2010, Resources for Libraries and Lifelong Learning (RL&LL) staff has added new resources and new features to BadgerLink. Four new and diverse resources have been added: Educational Communications Board (ECB) VideoLink, ECB Soundzabound, LearningExpress Library and the Wisconsin Newspaper Association (WNA) Wisconsin Newspapers Digital Research Site. EBSCO has announced new features and new interfaces for several products. Thanks to assistance from EBSCO, new BadgerLink promotional information is available at <http://www.ebscohost.com/custom/default.php?id=325>. New materials include a MP3 recording of a commercial radio ad used during 2010, model scripts for radio ads, subject themed (history, literature, for example) posters and bookmarks, and customizable versions of posters and bookmarks. Library staff may print and distribute these materials to your library's users or post these materials on your library's website. And last, but not least, Lisa Weichert has wrestled mightily with statewide BadgerLink statistics and has added statistics for all resources that have been available between January and June 2010. Wisconsin residents conducted nearly 21, 900,000 sessions and nearly 35,300,000 million searches in 2009. A new BadgerLunch series will be launched in the fall to provide training for new resources and to continue to provide information about the oldies but goodies. The new resources and interfaces are described below:

LearningExpress Library

LearningExpress Library provides online practice tests, courses, and ebooks for people of all ages to improve test preparation and test-taking skills. Elementary, middle and high school students can practice math, reading, and writing skills improvement. High school students can also prepare for the ACT, SAT, Advanced Placement, PSAT and TOEFL, CLEP and other college

placement exams. College students can work on math and reasoning skills, and reading, science, and writing skills improvement. Adults can practice for taking a wide variety of exams in health care, teaching, real estate, law enforcement and other fields as well as building skills in math, reading, writing, and U.S. citizenship. Each user can set up an individual account and receive instant feedback and diagnostic score reports so that they can identify strengths and weaknesses.

LearningExpress Library is funded for the first year through use of Library Services and Technology (LSTA) grant funds from the Institute for Museum and Library Services (IMLS). The Division for Libraries, Technology, and Community Learning hopes to obtain ongoing funding as a part of the BadgerLink program.

Wisconsin Newspapers Digital Research Site

RL&LL has worked with the Wisconsin Newspaper Association (WNA) to help fill the Wisconsin newspaper gap in BadgerLink. Through this new partnership, WNA's Wisconsin Newspapers Digital Research Site will provide access to its 225 daily and weekly member-newspapers. Newspaper content is available from April 2005 with a two month embargo period. Each newspaper is provided cover to cover in a PDF, searchable format.

This service is available onsite in libraries of all types (except for corporate libraries) and through entry of a library card number. It is not available statewide through IP address authentication as are other BadgerLink resources. Users will be able to access the WNA website through the BadgerLink website (<http://www.badgerlink.net>) by clicking on Newspapers under Resources by Type (<http://www.badgerlink.net/papers.html>).

The first year of access to the WNA newspaper database is being provided as a pilot project. The

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Division for Libraries, Technology, and Community Learning hopes to gain information on needs for Wisconsin newspaper access and to obtain ongoing funding as a part of the BadgerLink program.

Educational Communications Board (ECB)

Through a partnership with the ECB, new audiovisual resources are available through BadgerLink. A free online educational video service which provides streaming and downloadable video programs is now available for Wisconsin residents. In addition, copyright and royalty-free music and sounds are available for many uses.

ECB VideoLink features educational video programs that span the spectrum from art to zoology and include series designed for use in pre-kindergarten through 12th-grade classrooms. The collection also includes professional development series for teachers. More than 30 video series, comprising more than 350 individual programs are available. All of these video series have been chosen in cooperation with Wisconsin teachers and DPI content area specialists and are designed specifically to address the academic standards for Wisconsin students. ECB Education Division Administrator Linda Hanson remarked, "We're very proud of the fact that ECB is one of the few public television stations in the country that extensively involves its teachers in selection of programming, from the initial screening of available offerings through online preview and balloting by classroom teachers. By having classroom teachers involved in program selection, we can be assured that programs we broadcast will meet Wisconsin's academic needs."

To use the new video service, go to the BadgerLink website and click on ECB VideoLink, or use the BadgerLink simple or advanced search and look for ECB video in the results list. Videos may be watched immediately on a computer, or in some cases, downloaded for later use. Teacher materials and additional resources for most programs also are

available online. For additional support, check the BadgerLink Toolkit, click on "Contact Us" to use the BadgerLink support form, or visit the ECB Web site (<http://www.ecb.org>).

Soundzabound™ Music Library provides music and sound effects that are copyright compliant, content safe and royalty free for use in student projects and productions and by Wisconsin residents. For example, users may download and use these MP3 audio files in podcasts, videos, digital storytelling or any type of multimedia production. To use the new audio service, simply go to the BadgerLink Web site (<http://www.badgerlink.net>) and click on Soundzabound. Users may be automatically authenticated by BadgerLink as a Wisconsin resident, or may need to enter a Wisconsin library card number to access the resources. Users can search or browse for music and sound effects and download the files to their computer or network. Tutorials on using the audio in a variety of applications are also available on the Web site.

The ECB is a state agency committed to ensuring that public radio and television programs and services are made available throughout Wisconsin and that these programs and services reflect and respond to the educational and cultural needs of the state's residents. The ECB plans, develops, constructs, and operates statewide public radio, public television, and educational telecommunication systems. Wisconsin Public Radio and Wisconsin Public Television are services of the ECB and the University of Wisconsin-Extension.

EBSCO provides two new interfaces

BadgerLink now has access to two new user friendly interfaces from EBSCO - Science Reference Center and History Reference Center.

Science Reference Center interface highlights include:

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- Browsing subjects as the main navigational theme of the interface
 - Six main science categories in premier locations: Applied Sciences, Earth Sciences, Life Sciences, Physical Sciences, Scientists and Space Sciences and Astronomy
 - Science categories linked to a list of carefully-reviewed topics within the selected category
 - Topic selection that launches a database search producing highly-relevant results
 - Result List item refinements such as Date Range, Source Type, Title, Subject and other limiters
 - Reference Shelf links to the Dictionary, Science Experiments, Citation Help and a Research Guide
 - A Featured Science Topic of interest, which will be changed regularly
- o Topics include famous people, events and topics from the selected period. Topics were identified after careful review of curriculum standards, classroom study and important topics from the time period.
 - o Selection of a topic will conduct a search and return a highly-relevant Result List related to the topic. In some cases, the result list may only be a handful of records...but all will be highly relevant to the topic at hand.
 - o The updated EBSCOhost Result List allows researcher to further limit by Date Range, Source Type, Title, Subject and more.
- *World History* will direct researchers to a sub-menu of eleven main World History timeline periods which follow the same functionality as described for U.S. History.

History Reference Center interface highlights include:

The highlight of this interface is its subject browsing functionality. There are two main history areas that occupy the premier location on the main interface:

- *U.S. History* to direct researchers to a sub-menu of ten main U.S. History timeline periods.
 - o The U.S. History Timeline periods align to the Timeline Limiter available in the current EBSCOhost interface.
 - o Period selection takes users to a list of topics that fall within that time period.

BadgerLink is a project of the Wisconsin Department of Public Instruction (DPI), Division for Libraries, Technology, and Community Learning. Its goal is to provide access to quality online information resources for Wisconsin residents in cooperation with the state's public, school, academic, and special libraries. The project is funded through the Universal Service Fund with additional support provided by the Institute for Museum and Library Services.

For questions regarding either of these resources contact DPIbadgerli@dpi.wi.gov. ☼

BadgerLink



Visit
<http://www.badgerlink.net/>

After 21 years Michael Lewis retires from RL&LL team

Michael Lewis might be said to have libraries (and a love of books!) in his blood. His parents, Muriel and Samuel Lewis, met at the UW Madison Library School. Before Michael was born, his mother was a librarian at the Detroit, Michigan, Public Library. The family moved to Madison in the early 1960s, with his father eventually becoming Director of the Steenbock Memorial Library of Agricultural and Life Sciences on the UW campus. At that time, the undergraduate collection was part of Steenbock (it later became College Library, housed in Helen C. White Hall).

Michael began his library career working as a page at the downtown Madison Public Library at age 15½. While attending the UW-Madison, he became a student assistant at the Middleton Medical Library. Michael was one of the four original WILS (Wisconsin Library Service) runners, based in Memorial Library.

After some work with a special library, Michael began his State of Wisconsin employment in 1975 as a half-time library assistant in the Memorial Library Periodicals Room. He later added a half-time position as assistant to the Chemistry Librarian, which soon became full-time. After an hiatus of just over three years, Michael began a continuous series of LTE positions at the College Library on the UW campus. In October 1988, he found permanent full-time employment

with DPI at the Reference and Loan Library (now Resources for Libraries and Lifelong Learning). Over the next 21 years, he worked with serials, acquisitions, interlibrary loan, and circulation.

For the past over 30 years, Michael has focused his electronic interests on the restoration of antique radios. His home-based business, RadioSpirit, will now become his full-time source of employment. Michael has lived in a 140-year-old farmhouse in the Oregon area for the past 27 years. He and his partner Mary (an independent CPA) are also life coaches and work from their home. They founded and lead three discussion groups in Madison, which have been going 15, 13, and 5 years. Michael may be retiring from State service, but he will be busier than ever! ☼



Michael Lewis

Lita Haddal retires from CCIC after 19 years

Lita Haddal began work for the Child Care Information Center (CCIC) in 1991. For the last 19 years, she managed the CCIC newsletter, assisted child care providers and others working with childcare organizations by finding information and providing consultation. Lita was often the public face for the CCIC and was active nationally and internationally with childcare associations.

Originally located at Central Wisconsin Center, the CCIC was relocated to the Reference and Loan Library in 1998. CCIC has been funded by the Department of Health and Family Services, the Department of Workforce Development, and the Department of Children and Families under a contract with the Department of Public Instruction.

Throughout her tenure, Lita was known for her “Norway connection.” She met her husband during an exchange year of study at the Oslo Teacher’s College. She lived in Norway for almost 20 years where she taught in and directed Norwegian preschools and raised three children. She then moved to Madison and lived here for over 20 years. Since her husband still works in Norway, she has returned there to live. ☼