

LIBRARY BOARD MEETING
Monday, January 12, 2014
Library Community Room, 5:00 P.M.



PLEASE TAKE NOTICE that a meeting of the Brown Deer Library Board will be held in the Community Room at the Brown Deer Library, 5600 West Bradley Road, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Persons Desiring to be Heard
- III. Consideration of Minutes:
 - a. November 11, 2014
- IV. Unfinished Business
 - a. None
- V. Report of Library Director
 - a. Director's Report
 - b. Usage Report
 - c. Revenue/Expense Report
- VI. New Business
 - a. Consideration of Vouchers
 - i. November 2014
 - ii. December 2014
 - b. Action on 2015 Library hours of operation and closed dates (attachment)
 - c. Discussion of IMPACT Survey results, letter to Editor (attachment)
 - d. Discussion of MCFLS Guideline: use of ILS for contacting patrons for marketing purposes (attachment)
 - e. Discussion of COLAND *Strategic Vision...* recommendations (attachment)
 - f. Discussion of 1/19 Staff Training Day plan (attachment)
- VII. Report of Friends of the Library
- VIII. Adjournment

A handwritten signature in black ink, appearing to read "B. Williams-Van Klooster", written over a horizontal line.

Brian Williams-Van Klooster, Library Director
January 5, 2015

PERSONS REQUIRING SPECIAL ACCOMMODATIONS FOR ATTENDANCE AT THE MEETING SHOULD CONTACT THE VILLAGE LIBRARY AT LEAST ONE (1) BUSINESS DAY PRIOR TO THE MEETING.

BROWN DEER LIBRARY BOARD
November 11, 2014 MEETING MINUTES
HELD AT THE BROWN DEER PUBLIC LIBRARY
5600 WEST BRADLEY ROAD
(Unapproved)

The meeting was called to order by Board President Lutz at 5:03 P.M.

I. Roll Call

Present: Board President Lutz and Board members: E. Bennett, W. Jabas, S. Snyder
Also Present: Brian Williams-Van Klooster, Library Director
Excused: J. Baker

II. Persons Desiring to be Heard

None.

III. Consideration of Minutes:

- a. October 7, 2014 – Regular Meeting

It was moved by W. Jabas and seconded by President Lutz to approve the minutes of the October 7, 2014 regular meeting. The motion carried unanimously.

IV. Unfinished Business

- a. None

V. Report of Library Director

- a. Director's Report

President Lutz asked for further clarification about the reason for installation of the circulation countertop divider/privacy screen. The Director said that the divider is intended to remove that portion of counter space from being used as a public service point after staffing reductions have caused fewer staff to be present at the desk. It is also intended to direct all patrons to return their materials to the book drop rather than the countertop, also because fewer staff are now available to monitor items returned on the counter; items that can be open to inspection or removal by persons other than staff, without anyone knowing. The Director said that patron response has been overwhelmingly critical of this change, and he has begun working with a woodworking company to install something more aesthetically pleasing.

- b. Usage Report

The Director pointed out that the patron visit statistics are zero. He discovered at the end of the month that the patron visit counter lost battery power sometime after September 30, causing counts to be lost. The battery is unusual and took several days to special order.

- c. Revenue/Expense Report

There were no verbal highlights or discussion of the report.

VI. New Business

- a. Consideration of Vouchers: October 2014

It was moved by S. Snyder and seconded by W. Jabas to approve the payment of the October 2014 vouchers. The motion carried unanimously.

- b. Review and approval of CIP computer replacement for FPW

The Director presented a finalized FPW Request for Consideration for expenditure of funds identified by the Village Manager. The expenditure will cover a previously submitted 2015 CIP item for Library public computing upgrades. The Director said that discussion with the Staff and further consideration led to the decision to purchase fewer higher cost full-service laptops rather than more limited-service lower cost laptops. Patron confusion about the differences between library laptops and desktops was cited as a major factor.

It was moved by W. Jabas and seconded by S. Snyder to approve the Report as presented. The motion carried unanimously.

- c. Discussion and approval of 2015 All Staff Training Day, January 19th
The Director asked for approval for Library closure on Martin Luther King Jr Day, January 19th. He said that the day was used as a staff in-service day in 2014, and he would like to do the same this year. The early request for closure was due to the training day being mandatory, thus giving part time staff plenty of time to make arrangements with other jobs or commitments.

It was moved by E. Bennett and seconded by S. Snyder to approve Library closure for an All Staff training day on January 19th 2015. The motion carried unanimously.

VII. Report of Friends of the Library

W. Jabas reminded all that the Annual Friends of the Library Auction is Thursday 11/13. She said that many wonderful donations have come through. W. Jabas also mentioned that she will inquire with the Friends about supplying lunch at the 1/19 All Staff Day. A Patron Challenge is being conducted again this year, starting after the Auction. Patrons are encouraged to match a \$1500 donation that the Friends intend to give to the Library.

VIII. Adjournment

Next meeting: Monday January 12, 2015, unless activity at the November 17 Village Trustees Budget meeting requires Library Board discussion and/or action in December.

It was moved by A. Lutz and seconded by E. Bennett to adjourn at 5:50 P.M. The motion carried unanimously.



Brian Williams-Van Klooster, Library Director
November 13, 2014

Brown Deer Public Library - Director's Report

November 2014

Budget:

- Village Trustees adopted the 2015 Budget as recommended on 11/17, with cell phone tower revenue to be recorded as Rent Income for the Library
- YTD expenditures as percent of revenue on track

Facility:

- Windows washed 11/12
- Outdoor entry lighting trouble identified, repairs to be complete in December
- Street sign landscaping rough cleanup complete with final cleanup and grass replanting in spring 2015
- Cell tower equipment in place, fence and landscaping to be installed in spring 2015
- Shelf end signs replaced – grant from BD Junior Woman's Club, Thank you card to be sent w/ photos
- AED received and installed, Thank you card to be sent with photos

Meetings:

- 10/17 [omitted from October report] meeting with Dr. Kerr, BD Schools Superintendent, and 3 BDHS students, re: brainstorming opportunities for student-run coffee/snack bar at Library
- 11/4 Department Heads
- 11/5 Meeting w/ Stephanie Snyder, BDMS/HS Librarian re: opportunities for cooperation (book talks, etc)
- 11/11 Library Board
- 11/11 Monthly Library Staff meeting
- 11/13 Friends of the Library Annual Auction
- 11/17 Village Trustees
- 11/18 Department Heads
- 11/19 Meeting with representatives of Brown Deer Education Foundation re: opportunities for cooperation (early literacy, etc)

Marketing/Communication/Outreach/PR:

- Library website updates initiated to provide additional detail about Library services, clarify/simplify language, reduce duplication of content originating from other organizations' sites
- Our Brown Deer Magazine Library program content submitted 11/15 for the Winter edition

Staff

- Staff group photos were taken by Michael Hall for the Library's portion of the Village website, to be uploaded in December
- Kelley Hinton (Librarian, part time) reached her 10 year anniversary of Village employment this month

Statistics:

- IMPACT Survey conducted 11/1-11/15 on Library computers (summary attached)

Miscellaneous:

- Credit/debit payments are now accepted at the front desk using an iPad as a point-of-sale device, reducing transaction fees from 4.4% (paid to MCFLS) to 2.7%
- The Friends of the Library Annual Auction was a success, to be reported by Friends President Jabas
- iPad and Android devices were purchased to be used by staff for demonstration and troubleshooting of ebook services, addressing a significant demand by patrons

Children's / Young Adult Services

Displays

- Winter Wonderland” display in the YA area
- “Mo-vember” display in the YA area
- Thanksgiving display in the adult area
- Christmas display in the children’s area

Programs:

- Story time sessions, 6 sessions, 29 participants per session average
- Movie Night 11/20, **28** participants
- Lego Club, 11/25, **4** participants on day before Thanksgiving
- 2015 Summer Reading programming continues

Meetings

- 11/11 Monthly Library Staff meeting
- 11/19 Meeting with representatives of Brown Deer Education Foundation re: opportunities for cooperation (early literacy, etc)
- Webinar “Library Marketing Words to Avoid” – discussed basic tips and tricks for social media marketing

Materials

- 551 catalog records added or modified
- YA collection was expanded into space opened up in nonfiction due to high demand for YA lit and shelf capacity issues in existing space

Adult Services

Displays

- *Holiday Cooking*
- *Jazz Music*

Materials:

- Over 510 catalog records added or modified
- Continually reviewing patron material donations for suitability for collection, including large donation of music CDs this month

Meetings:

- 11/11 Monthly Library Staff meeting
- 11/18 Webinar on E-books and Audiobooks, *What the Vendors Didn’t Tell Us*

Miscellaneous:

- Initiated feasibility study of providing drop-in or scheduled ebook training and troubleshooting with patron mobile devices

Programs:

- 11/21 Assisted Walgreens with program *Hypertension for Older Adults*

MCFLS / Other

Highlights from the 11/13/14 meeting of the MCFLS LDAC:

- Flipster, an electronic magazine competitor to Zinio, was discussed at length. MCFLS and LDAC reviewed Flipster briefly in August of this year, with Directors asked to provide feedback to Steve Hesel. The topic was revisited because WiLS has received a proposal from Flipster for a group purchase by state library systems. In brief, Flipster has many fewer titles than Zinio, was nearly double the cost of Zinio in August, has titles that expire in 7 days or less versus Zinio's download-and-keep model, and has no children's titles. Flipster did appear to be easier to use, but Zinio claims improvements to their login process is coming in early 2015. WiLS' offer is not threatened if MCFLS declines to participate. MCFLS' Zinio subscription is up for renewal in April 2015.
- WLA Annual Conference was attended by several Directors and some MCFLS staff. Directors shared items of interest that they brought back from the conference.
- Also at a WLA System Technology Meeting was announced the State's goal to upgrade all libraries to fiber broadband connections and begin charging \$1 per megabyte per month for broadband service. This would create substantial broadband cost savings for MCFLS member libraries. MCFLS will upgrade the firewall in 2015 to host the anticipated bandwidth increase.
- The COLAND Strategic Vision for Library Systems in the 21st Century was discussed. This is the next phase of a process that started with the LEAN Library Systems study, followed by the WiLS ILS Systems study. This is a complex topic with many implications for State library systems in general and MCFLS in particular. It is felt that under some changes being considered, MCFLS would give up some funding and control. Because much of this discussion and decision-making is happening at a high level within State departments and agencies, Bruce notes that MCFLS libraries' representation at this year's Library Legislative Day is very important.

Brown Deer Public Library - Director's Report

December 2014

Budget:

- CIP request for Public Computing Upgrades was approved at FPW and Village Board, Brian contacted Erik at BDHS to initiate purchase of public PCs; wireless upgrade and laptop purchase coordination to be started in January
- \$1850 in donations was raised in December during the Friends of the Library End-of-Year fundraising push, with several individual donations exceeding \$50.

Facility:

- New shelf end signs completed, slatwall display panels on shelf ends to be installed in January
- Collection inventory started, will take all year to physically account for every circulating item in the building; essential for good customer service

Meetings:

- 12/1-Village Board
- 12/2-Village Department Heads
- 12/3-Village FPW
- 12/9-webinar: HR for Librarians
- 12/11-MCFLS LDAC
- 12/15-Village Board
- 12/16-Department Heads

Marketing/Communication/Outreach/PR:

- Letter of introduction and services offered, sent to Thoreau School principal Eugene Pitchford

Staff

- Plans for 1/19 Staff Day finalized – consultant retained, meeting announcement shared w/ stakeholders
- All annual staff reviews completed for 2014

Statistics:

- Michael Hall has requested that all Departments develop new performance measures that more clearly reflect outcomes and efficiencies. These measures will become part of the Department narratives in the 2015 Village Budget.

Miscellaneous:

- Brian's assignment as 2014 LDAC Chair ended this month

Children's / Young Adult Services

From Dana:

I've continued to plan our 2015 summer reading program. The outline for the children's program is complete, and I began working on the teen program. We will once again have some joint children/teen programs, and 5-10 separate programs.

I've begun the actual "hand's-on" work for our spring programs, which includes the usual storytime, movie nights, and Lego Club. Other spring programs include a Garden Tea Party, Death by Chocolate Party, and a cd art contest.

I have continued to keep our Facebook page and blog updated, and am working on updating the library information on the website. I've also continued to order and catalog all children and teen materials.

Programs:

- Story time sessions, 6 total, 21 participants average
- Special Holiday programs
 - Bingo, 36 participants
 - Make a Gingerbread House (materials donated by Walgreens), 31 participants
- Movie Night, 12/18, 20 participants total
- Lego Club, 12/30, 14 participants total

Miscellaneous:

- Keeping the Holiday books display stocked was a challenge!

Adult Services

Displays

- *Holiday Theme Fiction* (popular!)
- *Holiday Music*

Meetings:

- Overdrive ebooks training (Kelley)

Programs:

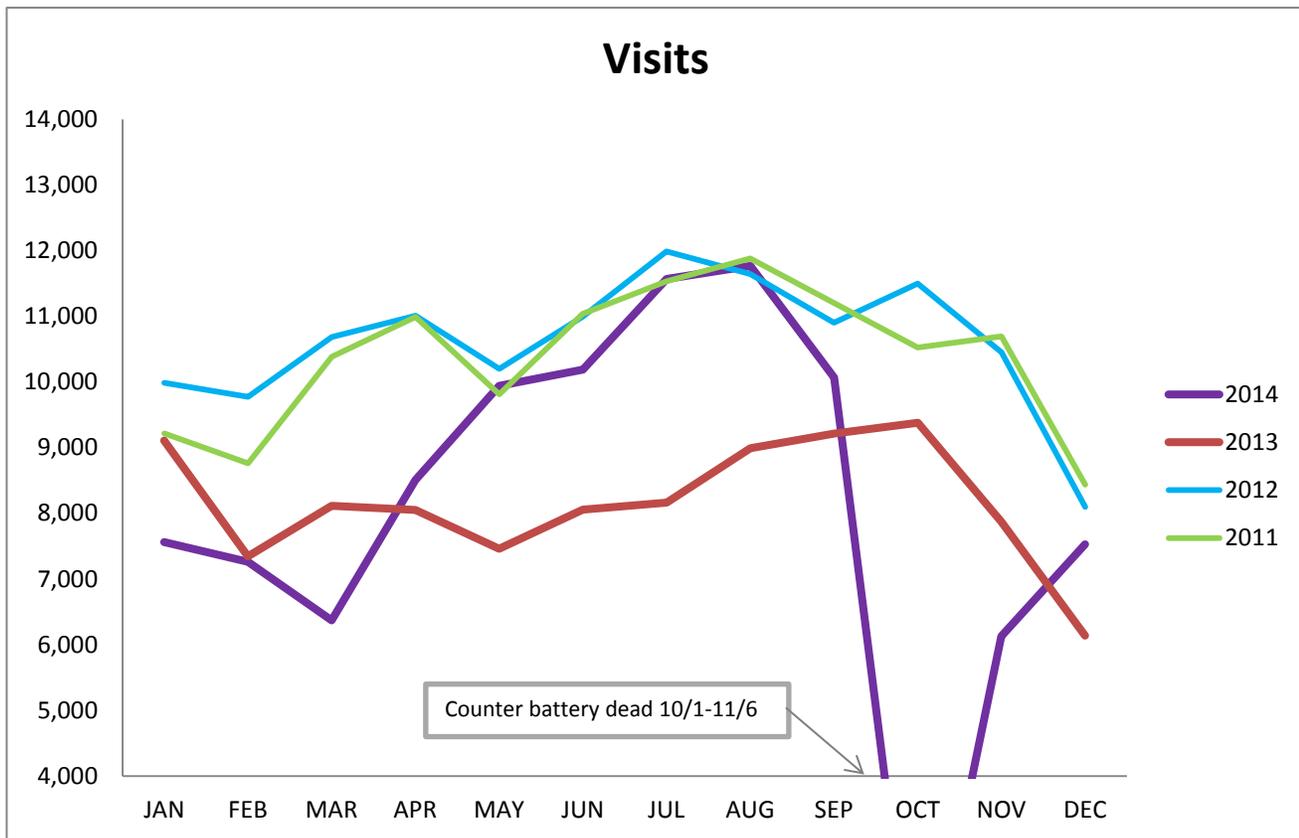
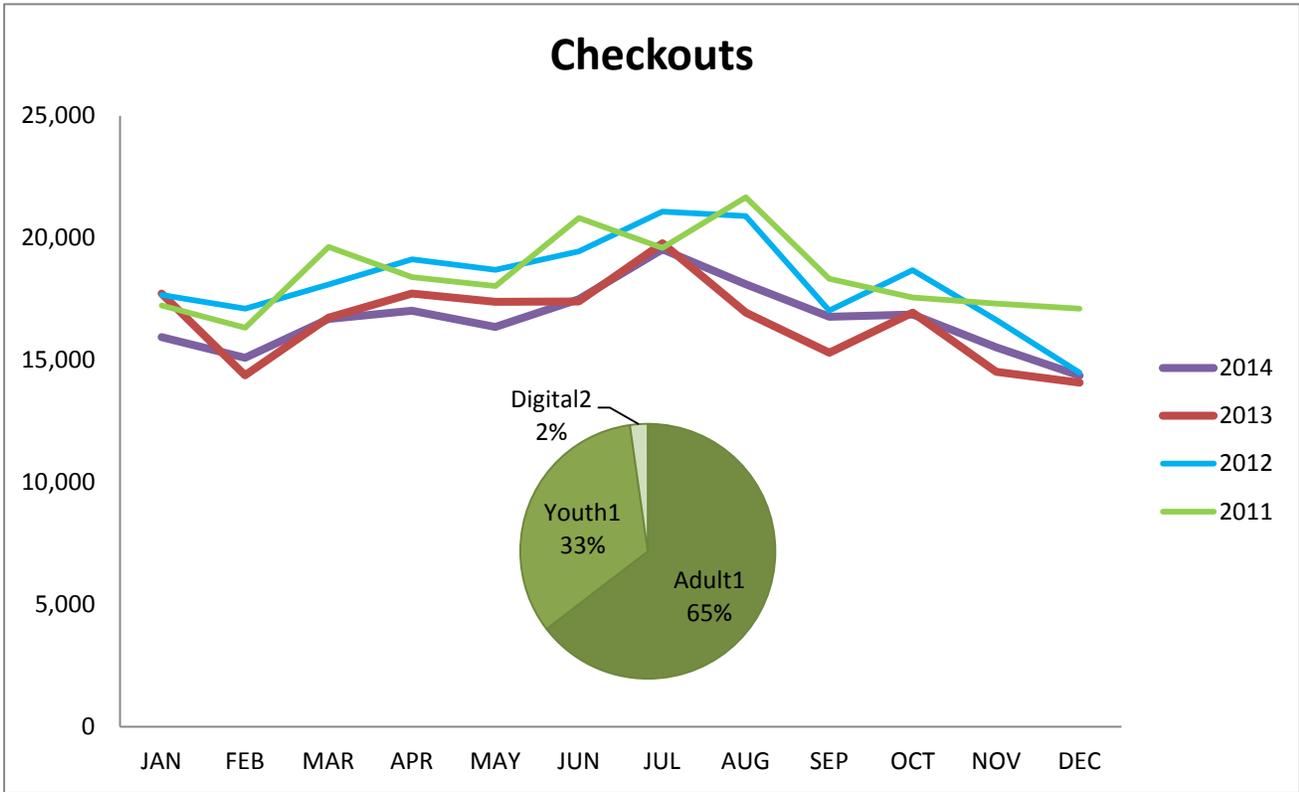
- Dedicated significant time in designing an appointment-based ebook help program in response to high patron demand, flyers are drafted, will likely begin January 12

MCFLS / Other

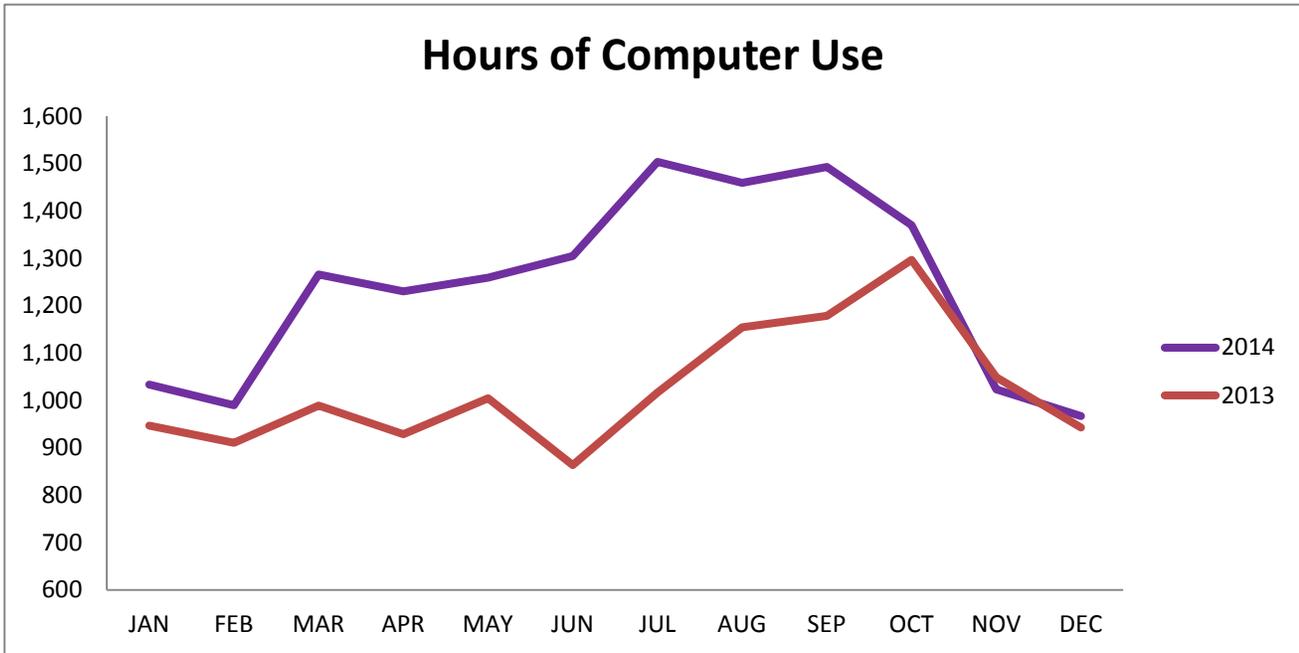
Highlights from the 12/11/14 meeting of the MCFLS LDAC:

- Steve Hesel reviewed the DPI-mandated MCFLS Technology Plan, attached to the agenda. This is an update to an existing plan. Steve highlighted several areas including: basic administrative corrections to reflect current infrastructure and hardware changes; exploration of value-added ILS and technological products to enhance patron user experience and MCFLS and member library staff workflow; and proactive engagement in regional and statewide resource sharing discussions/proposals/programs to ensure that MCFLS member libraries have a voice in these forums.
- A final draft of Guidelines for Use of Patron Data was reviewed. Bruce noted that DPI staff had been consulted and the final draft reflects their input. Directors unanimously recommended to bring these Guidelines to the full MCFLS Board for adoption.
- SEWI Continuing Education (CE) Committee surveyed all public library stakeholders for feedback on 2015-2016 CE offerings. Committee notes and survey feedback was shared by Bruce. He observed that survey response was by far the highest from MCFLS member libraries, thereby ensuring our interests will be addressed at future CE offerings.
- Bruce shared a draft letter to be sent by the MCFLS Board President to DPI Superintendent Tony Evers regarding the COLAND recommendations. The letter outlines five specific areas of MCFLS and member library concern. Bruce also recommended that similar letters be sent by member library boards before late January, when the COLAND group meets again. Several Directors expressed their support for emphasizing the value of MPL Central as a statewide resource and therefore unique in the state, further reinforcing the need to handle MCLFS independently from other uniform solutions.

Brown Deer Library Monthly Usage Report



Brown Deer Library Monthly Usage Report



	Reserves/Holds					
	Staff assisted holds	% change from last year	Hold Pickups @BD	OPAC BD ptrn rqsts ¹¹	Holds Sent from BD ⁸	% change from
JAN	447	-27%			1,690	-1%
FEB	383	-39%			1,522	7%
MAR	463	-25%			1,612	-1%
APR	481	6%			1,453	-19%
MAY	429	23%			1,490	0%
JUN	508	10%			1,538	3%
JUL	514	-4%			1,389	-20%
AUG	459	7%			1,482	-7%
SEP	519	19%			1,703	5%
OCT	428	-11%			1,468	-7%
NOV	337	-2%		1356	1,277	-9%
DEC		-				-
TOTAL	4,968				16,624	

	Programs						
	Juv/YA pgms ⁶	Juv/YA attend ⁶	Adult pgms ⁶	Adult attend ⁶	Total attend	% Attend change from last	Notes
JAN	3	110	1	5	115	1%	
FEB	10	178	1	9	187	97%	
MAR	12	200	1	8	208	28%	
APR	7	109	1	14	123	23%	
MAY	2	88	1	11	99	5%	
JUN	8	391	0	0	391	-13%	
JUL	14	427	1	32	459	4%	
AUG	7	402	1	4	406	127%	Includes
SEP	4	81	2	28	109	95%	
OCT	11	288	2	57	345	20%	
NOV	8	207	1	0	207	-22%	
DEC	10	220	0	0	220	4%	
TOTAL	96	2,701	12	168	2,869		

**Brown Deer Public Library
Director's Monthly Usage Report**

CIRCULATION

	2014				2013			
	ADULT	YOUTH	DIGITAL	TOTAL	ADULT	YOUTH	DIGITAL	TOTAL
JAN.	10,789	4,802	347	15,938	12,059	5,400	271	17,730
FEB.	9,983	4,799	320	15,102	9,530	4,610	242	14,382
MARCH	10,843	5,535	309	16,687	10,366	6,063	312	16,741
APRIL	10,683	5,360	982	17,025	11,906	5,563	255	17,724
MAY	10,652	5,383	328	16,363	11,520	5,616	257	17,393
JUNE	10,815	6,334	341	17,490	10,430	6,662	304	17,396
JULY	12,251	6,946	333	19,530	12,233	7,284	268	19,785
AUGUST	11,550	6,194	363	18,107	10,948	5,732	259	16,939
SEPT.	10,970	5,456	351	16,777	9,945	5,102	263	15,310
OCT.	11,061	5,372	431	16,864	10,773	5,907	271	16,951
NOV.	9,638	5,493	392	15,523	9,488	4,773	263	14,524
DEC.	9,760	4,604	0	14,364	9,635	4,135	305	14,075
TOTAL	128,995	66,278	4,497	199,770	128,833	66,847	3,270	198,645

RESERVES/HOLDS

	2014	2013	Paging slips '14	Paging slips '13
	Jan.	447	615	1,690
Feb.	383	631	1,522	1,420
Mar.	463	615	1,612	1,634
April	481	452	1,453	1,792
May	429	350	1,490	1,496
June	508	463	1,538	1,492
July	514	538	1,389	1,733
Aug.	459	427	1,482	1,599
Sept.	519	437	1,703	1,621
Oct.	428	480	1,468	1,572
Nov.	337	345	1,277	1,403
Dec.	0	499	0	1,354
Total:	4,968	5,852	16,624	18,821

COMPUTER USAGE

	2014			2013
	Hours used	% of Capacity**	% hours used vs. last year	Hours used
JAN.	1,034	43%	9.2%	947
FEB.	990	45%	8.7%	911
MARCH	1,266	51%	28.0%	989
APRIL	1,230	53%	32.5%	928
MAY	1,259	52%	25.4%	1,004
JUNE	1,305	54%	51.1%	864
JULY	1,503	65%	47.8%	1,017
AUGUST	1,459	61%	26.4%	1,154
SEPT.	1,493	62%	26.6%	1,179
OCT.	1,370	53%	5.6%	1,296
NOV.	1,023	43%	-2.4%	1,049
DEC.	967	42%	2.6%	943
TOTAL	14,899			12,281

PROGRAMS

Juv/YA Prog	2014 Att.	Adult Prog	2014 Att.	2014 Total	2013 Total
3	110	1	5	115	114
10	178	1	9	187	95
12	200	1	8	208	162
7	109	1	14	123	100
2	88	1	11	99	94
8	391	0	0	391	451
14	427	1	32	459	440
7	402	1	4	406	179
4	81	2	28	109	56
11	288	2	57	345	287
8	207	1	0	207	266
10	220	0	0	220	211
96	2,701	12	168	2,869	2,455

BUILDING USAGE

2014	2013
7,565	9,107
7,264	7,344
6,370	8,116
8,506	8,054
9,943	7,462
10,189	8,060
11,570	8,162*
11,766	8,994
10,067	9,213
0	9,378
6,132	7,875
7,532	6,141^
96,904	97,906

*Est.: Door
 ** Counter battery dead
 ^Est: Door counter misaligned for several days at month's end

PERIOD ENDING 11/30/2014

GL NUMBER	DESCRIPTION	ACTIVITY FOR		YTD BALANCE 11/30/2014	2014 AMENDED BUDGET	AVAILABLE BALANCE (ABNORMAL)	% BDGT USED
		MONTH 11/30/2014	INCREASE (DECREASE)				
Fund 151 - Library Fund							
Revenues							
Dept 000-11-TAXES							
151-000-11-4-00-10	General Property Taxes	0.00	385,346.01	385,346.00	(0.01)	100.00	
Total Dept 000-11-TAXES		0.00	385,346.01	385,346.00	(0.01)	100.00	
Dept 000-67-PARKS & CULTURE/RECREATION							
151-000-67-4-10-10	Photocopies	511.54	6,375.12	4,600.00	(1,775.12)	138.59	
151-000-67-4-10-20	Library-Fines	1,122.36	18,188.77	18,500.00	311.23	98.32	
151-000-67-4-10-30	Sale of Materials	27.60	665.40	900.00	234.60	73.93	
151-000-67-4-10-40	Lost Material Charges	87.00	1,508.68	1,200.00	(308.68)	125.72	
151-000-67-4-10-90	Miscellaneous Charges	706.66	3,027.10	0.00	(3,027.10)	100.00	
Total Dept 000-67-PARKS & CULTURE/RECREATION		2,455.16	29,765.07	25,200.00	(4,565.07)	118.12	
Dept 000-73-INTERGOVERNMENTAL CHARGES							
151-000-73-4-60-10	MCFLS-Reciprocal Borrowing	0.00	108,511.00	108,111.00	(400.00)	100.37	
Total Dept 000-73-INTERGOVERNMENTAL CHARGES		0.00	108,511.00	108,111.00	(400.00)	100.37	
Dept 000-81-INTEREST INCOME							
151-000-81-4-00-10	Investment Interest	0.00	1,562.00	2,500.00	938.00	62.48	
Total Dept 000-81-INTEREST INCOME		0.00	1,562.00	2,500.00	938.00	62.48	
Dept 000-82-MISCELLANEOUS REVENUE							
151-000-82-4-00-10	Rent Income	0.00	1,050.00	0.00	(1,050.00)	100.00	
Total Dept 000-82-MISCELLANEOUS REVENUE		0.00	1,050.00	0.00	(1,050.00)	100.00	
Dept 000-84-INSURANCE RECOVERIES							
151-000-84-4-00-50	Insurance Recovery-Prop Damage	0.00	0.00	0.00	0.00	0.00	
Total Dept 000-84-INSURANCE RECOVERIES		0.00	0.00	0.00	0.00	0.00	
Dept 000-85-DONATIONS							
151-000-85-4-50-10	Donations - Library	1,053.35	7,802.18	8,000.00	197.82	97.53	
Total Dept 000-85-DONATIONS		1,053.35	7,802.18	8,000.00	197.82	97.53	
TOTAL Revenues		3,508.51	534,036.26	529,157.00	(4,879.26)	100.92	
Expenditures							
Dept 510-51-92400							
151-510-51-5-10-10	Salaries/Wages	22,143.73	261,323.86	293,350.00	32,026.14	89.08	
151-510-51-5-11-10	Part-time/Temporary	0.00	0.00	0.00	0.00	0.00	
151-510-51-5-15-10	WI Retirement	1,328.91	16,421.84	19,506.00	3,084.16	84.19	
151-510-51-5-15-15	FICA	1,622.02	18,983.19	22,441.00	3,457.81	84.59	
151-510-51-5-15-20	Group Insurance	3,949.03	52,365.18	53,611.00	1,245.82	97.68	

PERIOD ENDING 11/30/2014

GL NUMBER	DESCRIPTION	ACTIVITY FOR		YTD BALANCE 11/30/2014	2014 AMENDED BUDGET	AVAILABLE BALANCE (ABNORMAL)	% BGD USED
		MONTH 11/30/2014	INCREASE (DECREASE)				
Fund 151 - Library Fund							
Expenditures							
151-510-51-5-15-25	Workers Comp Insurance	0.00	0.00	0.00	0.00	0.00	0.00
151-510-51-5-20-35	Technical Services	258.06	2,545.80	2,000.00	(545.80)	127.29	
151-510-51-5-20-40	Printing Services	0.00	4,177.73	5,500.00	1,322.27	75.96	
151-510-51-5-24-10	Equipment Maintenance Services	0.00	18,742.38	20,000.00	1,257.62	93.71	
151-510-51-5-30-10	Office Supplies, Equip & Exp	915.13	3,582.04	5,500.00	1,917.96	65.13	
151-510-51-5-30-15	Postage & Mailing	75.90	391.07	300.00	(91.07)	130.36	
151-510-51-5-30-20	Communications	77.21	525.47	300.00	(225.47)	175.16	
151-510-51-5-45-10	Professional Memberships	0.00	397.52	500.00	102.48	79.50	
151-510-51-5-45-20	Professional Publications	0.00	0.00	0.00	0.00	0.00	
151-510-51-5-45-30	Professional Training	0.00	723.12	730.00	6.88	99.06	
151-510-51-5-45-40	Mileage Reimbursement	169.92	273.30	700.00	426.70	39.04	
Total Dept 510-51-92400		30,539.91	380,452.50	424,438.00	43,985.50	89.64	
Dept 511-51							
151-511-51-5-35-40	Collect Repair/Maint/Suppl	1,237.63	4,024.39	2,500.00	(1,524.39)	160.98	
151-511-51-5-38-10	Periodicals	0.00	3,951.89	5,500.00	1,548.11	71.85	
151-511-51-5-38-15	Books	1,473.85	33,007.97	42,000.00	8,992.03	78.59	
151-511-51-5-38-20	Audio/Visual	1,129.08	12,414.38	11,000.00	(1,414.38)	112.86	
151-511-51-5-38-25	Library Grant Materials	0.00	0.00	0.00	0.00	0.00	
151-511-51-5-38-30	Donation Expenditures	268.33	3,155.30	5,000.00	1,844.70	63.11	
151-511-51-5-38-40	Library Programming	351.51	609.25	750.00	140.75	81.23	
Total Dept 511-51		4,460.40	57,163.18	66,750.00	9,586.82	85.64	
Dept 512-51							
151-512-51-5-22-10	Natural Gas/Electric Service	1,348.11	17,038.26	16,000.00	(1,038.26)	106.49	
151-512-51-5-22-20	Sewer/Water Services	0.00	540.78	850.00	309.22	63.62	
151-512-51-5-23-10	Cleaning Services	0.00	13,097.49	13,800.00	702.51	94.91	
151-512-51-5-23-15	Building Maint/Repair Services	96.91	7,495.67	6,000.00	(1,495.67)	124.93	
151-512-51-5-35-10	Building Supplies	0.00	1,259.34	1,200.00	(59.34)	104.95	
Total Dept 512-51		1,445.02	39,431.54	37,850.00	(1,581.54)	104.18	
Dept 512-92							
151-512-92-5-40-10	Transfer to Capital Imprvmt	0.00	0.00	0.00	0.00	0.00	
Total Dept 512-92		0.00	0.00	0.00	0.00	0.00	
TOTAL Expenditures		36,445.33	477,047.22	529,038.00	51,990.78	90.17	
Fund 151 - Library Fund:							
TOTAL REVENUES		3,508.51	534,036.26	529,157.00	(4,879.26)	100.92	
TOTAL EXPENDITURES		36,445.33	477,047.22	529,038.00	51,990.78	90.17	
NET OF REVENUES & EXPENDITURES		(32,936.82)	56,989.04	119.00	(56,870.04)	17,889.95	

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PERIOD ENDING 12/31/2014

GL NUMBER	DESCRIPTION	ACTIVITY FOR		2014 AMENDED BUDGET	AVAILABLE BALANCE (ABNORMAL)	% BDGT USED
		MONTH 12/31/2014	YTD BALANCE 12/31/2014			
		INCREASE (DECREASE)	NORMAL (ABNORMAL)			
Fund 151 - Library Fund						
Revenues						
Dept 000-11-TAXES						
151-000-11-4-00-10	General Property Taxes	0.00	385,346.01	385,346.00	(0.01)	100.00
Total Dept 000-11-TAXES		0.00	385,346.01	385,346.00	(0.01)	100.00
Dept 000-67-PARKS & CULTURE/RECREATION						
151-000-67-4-10-10	Photocopies	743.06	7,118.18	4,600.00	(2,518.18)	154.74
151-000-67-4-10-20	Library-Fines	632.46	18,821.23	18,500.00	(321.23)	101.74
151-000-67-4-10-30	Sale of Materials	53.50	718.90	900.00	181.10	79.88
151-000-67-4-10-40	Lost Material Charges	24.05	1,532.73	1,200.00	(332.73)	127.73
151-000-67-4-10-90	Miscellaneous Charges	165.99	3,435.99	0.00	(3,435.99)	100.00
Total Dept 000-67-PARKS & CULTURE/RECREATION		1,619.06	31,627.03	25,200.00	(6,427.03)	125.50
Dept 000-73-INTERGOVERNMENTAL CHARGES						
151-000-73-4-60-10	MCFLS-Reciprocal Borrowing	0.00	108,511.00	108,111.00	(400.00)	100.37
Total Dept 000-73-INTERGOVERNMENTAL CHARGES		0.00	108,511.00	108,111.00	(400.00)	100.37
Dept 000-81-INTEREST INCOME						
151-000-81-4-00-10	Investment Interest	0.00	1,676.00	2,500.00	824.00	67.04
Total Dept 000-81-INTEREST INCOME		0.00	1,676.00	2,500.00	824.00	67.04
Dept 000-82-MISCELLANEOUS REVENUE						
151-000-82-4-00-10	Rent Income	0.00	3,800.00	0.00	(3,800.00)	100.00
Total Dept 000-82-MISCELLANEOUS REVENUE		0.00	3,800.00	0.00	(3,800.00)	100.00
Dept 000-84-INSURANCE RECOVERIES						
151-000-84-4-00-50	Insurance Recovery-Prop Damage	0.00	0.00	0.00	0.00	0.00
Total Dept 000-84-INSURANCE RECOVERIES		0.00	0.00	0.00	0.00	0.00
Dept 000-85-DONATIONS						
151-000-85-4-50-10	Donations - Library	0.00	7,802.18	8,000.00	197.82	97.53
Total Dept 000-85-DONATIONS		0.00	7,802.18	8,000.00	197.82	97.53
TOTAL Revenues		1,619.06	538,762.22	529,157.00	(9,605.22)	101.82
Expenditures						
Dept 510-51-92400						
151-510-51-5-10-10	Salaries/Wages	21,781.57	283,105.43	293,350.00	10,244.57	96.51
151-510-51-5-11-10	Part-time/Temporary	0.00	0.00	0.00	0.00	0.00
151-510-51-5-15-10	WI Retirement	1,345.49	17,767.33	19,506.00	1,738.67	91.09
151-510-51-5-15-15	FICA	1,594.32	20,577.51	22,441.00	1,863.49	91.70
151-510-51-5-15-20	Group Insurance	5,525.77	57,890.95	53,611.00	(4,279.95)	107.98

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PERIOD ENDING 12/31/2014

GL NUMBER	DESCRIPTION	ACTIVITY FOR		YTD BALANCE 12/31/2014	2014 AMENDED BUDGET	AVAILABLE BALANCE (ABNORMAL)	% BGD USED
		MONTH 12/31/2014	INCREASE (DECREASE)				
Fund 151 - Library Fund							
Expenditures							
151-510-51-5-15-25	Workers Comp Insurance		0.00	0.00	0.00	0.00	0.00
151-510-51-5-20-35	Technical Services		0.00	2,545.80	2,000.00	(545.80)	127.29
151-510-51-5-20-40	Printing Services	1,275.04		5,452.77	5,500.00	47.23	99.14
151-510-51-5-24-10	Equipment Maintenance Services		0.00	18,742.38	20,000.00	1,257.62	93.71
151-510-51-5-30-10	Office Supplies, Equip & Exp	226.26		3,934.21	5,500.00	1,565.79	71.53
151-510-51-5-30-15	Postage & Mailing	13.75		404.82	300.00	(104.82)	134.94
151-510-51-5-30-20	Communications	19.75		553.54	300.00	(253.54)	184.51
151-510-51-5-45-10	Professional Memberships	0.00		397.52	500.00	102.48	79.50
151-510-51-5-45-20	Professional Publications	0.00		0.00	0.00	0.00	0.00
151-510-51-5-45-30	Professional Training	0.00		723.12	730.00	6.88	99.06
151-510-51-5-45-40	Mileage Reimbursement	304.81		578.11	700.00	121.89	82.59
Total Dept 510-51-92400			32,086.76	412,673.49	424,438.00	11,764.51	97.23
Dept 511-51							
151-511-51-5-35-40	Collect Repair/Maint/Suppl	1,108.47		5,132.86	2,500.00	(2,632.86)	205.31
151-511-51-5-38-10	Periodicals	463.46		4,415.35	5,500.00	1,084.65	80.28
151-511-51-5-38-15	Books	4,764.84		37,772.81	42,000.00	4,227.19	89.94
151-511-51-5-38-20	Audio/Visual	1,329.15		13,743.53	11,000.00	(2,743.53)	124.94
151-511-51-5-38-25	Library Grant Materials	0.00		0.00	0.00	0.00	0.00
151-511-51-5-38-30	Donation Expenditures	537.87		5,834.75	5,000.00	(834.75)	116.70
151-511-51-5-38-40	Library Programming	99.06		708.31	750.00	41.69	94.44
Total Dept 511-51			8,302.85	67,607.61	66,750.00	(857.61)	101.28
Dept 512-51							
151-512-51-5-22-10	Natural Gas/Electric Service	1,597.12		18,635.38	16,000.00	(2,635.38)	116.47
151-512-51-5-22-20	Sewer/Water Services	188.58		729.36	850.00	120.64	85.81
151-512-51-5-23-10	Cleaning Services	2,959.00		16,056.49	13,800.00	(2,256.49)	116.35
151-512-51-5-23-15	Building Maint/Repair Services	654.65		8,150.32	6,000.00	(2,150.32)	135.84
151-512-51-5-35-10	Building Supplies	200.96		1,460.30	1,200.00	(260.30)	121.69
Total Dept 512-51			5,600.31	45,031.85	37,850.00	(7,181.85)	118.97
Dept 512-92							
151-512-92-5-40-10	Transfer to Capital Imprvmt	0.00		0.00	0.00	0.00	0.00
Total Dept 512-92			0.00	0.00	0.00	0.00	0.00
TOTAL Expenditures			45,989.92	525,312.95	529,038.00	3,725.05	99.30
Fund 151 - Library Fund:							
TOTAL REVENUES			1,619.06	538,762.22	529,157.00	(9,605.22)	101.82
TOTAL EXPENDITURES			45,989.92	525,312.95	529,038.00	3,725.05	99.30
NET OF REVENUES & EXPENDITURES			(44,370.86)	13,449.27	119.00	(13,330.27)	1,301.91

JOURNALIZED
BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Chk Date	Amount	check #
Fund 151 Library Fund							
Dept 510-51 92400							
151-510-51-5-20-35	Technical Services	MILW CO FEDERATED LIBR	MCFLS FORMS, LABELS, BARCODES, NOTI	FL-02666	11/07/14	258.06	78370
151-510-51-5-30-10	Office Supplies, Equip &	FBUBRICKS COMPLETE OFFI	COLOR PAPER	977669	11/07/14	18.63	78339
151-510-51-5-30-10	Office Supplies, Equip &	FBUBRICKS COMPLETE OFFI	COLOR PAPER, PENS, CALENDARS	983165	11/07/14	206.07	78339
151-510-51-5-30-10	Office Supplies, Equip &	E CLEAR CUT PRINT SOLUTI	10 CASES COPY PAPER	1428	11/07/14	338.00	78344
151-510-51-5-30-10	Office Supplies, Equip &	E DEMCO	7 DAYS ONLY LABELS	5428898	11/07/14	70.29	78345
151-510-51-5-30-10	Office Supplies, Equip &	MILW CO FEDERATED LIBR	MCFLS FORMS, LABELS, BARCODES, NOTI	FL-02666	11/07/14	227.17	78370
151-510-51-5-30-10	Office Supplies, Equip &	WILLIAMS-VAN KLOOSTER,	PLANTS FOR LIBRARY GROUNDS	10272014	11/07/14	54.97	78398
151-510-51-5-30-15	Postage & Mailing	MILW CO FEDERATED LIBR	MCFLS FORMS, LABELS, BARCODES, NOTI	FL-02666	11/07/14	75.90	78370
151-510-51-5-30-20	Communications	MILW CO FEDERATED LIBR	MCFLS FORMS, LABELS, BARCODES, NOTI	FL-02666	11/07/14	57.11	78370
151-510-51-5-30-20	Communications	AT & T	SERVICE	11112014	11/13/14	20.10	78406
151-510-51-5-45-40	Mileage Reimbursement	HAASE, SANDRA JOY	MILEAGE & MEAL REIMBURSED	11032014	11/07/14	169.92	78356
Total For Dept 510-51 92400						1,496.22	
Dept 511-51							
151-511-51-5-35-40	Collect Repair/Maint/Suppl	A M I CORP	LARGE AUDIOBOOK ALBUMS	23348	11/07/14	236.43	78326
151-511-51-5-35-40	Collect Repair/Maint/Suppl	A M I CORP	SMALL, MEDIUM, LARGE AUDIO ALBUMS	23324	11/07/14	419.23	78326
151-511-51-5-35-40	Collect Repair/Maint/Suppl	DEMCO	VISTA FOIL, BOOK JACKET	5440330	11/07/14	581.97	78345
151-511-51-5-38-15	Books	SYNCB/AMAZON	DVD'S, BOOKS, SUPPLIES	09082014	11/07/14	55.69	78389
151-511-51-5-38-15	Books	BAKER & TAYLOR	19 BOOKS	2029872909	11/07/14	73.16	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2029872910	11/07/14	34.49	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	5 BOOKS	2029872911	11/07/14	59.97	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	10 BOOKS	2029911578	11/07/14	124.71	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	4 BOOKS	2029911579	11/07/14	58.29	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2029911580	11/07/14	29.17	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029911581	11/07/14	54.17	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029911582	11/07/14	42.99	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2029884707	11/07/14	9.55	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2029888035	11/07/14	10.43	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	5 BOOKS	2029888037	11/07/14	18.51	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029888139	11/07/14	22.27	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2029892726	11/07/14	18.58	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029884708	11/07/14	28.08	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	19 BOOKS	2029872908	11/07/14	242.95	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	18 BOOKS	2029884709	11/07/14	160.94	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	21 BOOKS	2029888112	11/07/14	153.07	78333
151-511-51-5-38-15	Books	BAKER & TAYLOR	13 BOOKS	2029888036	11/07/14	109.09	78333
151-511-51-5-38-15	Books	INGRAM LIBRARY SERVICE	31 BOOKS	81214833	11/13/14	167.74	78422
151-511-51-5-38-20	Audio/Visual	ALLIANCE ENTERTAINMENT	2 CD'S	PLS77289141	11/07/14	24.00	78328
151-511-51-5-38-20	Audio/Visual	ALLIANCE ENTERTAINMENT	1 CD	PLS77290613	11/07/14	13.75	78328
151-511-51-5-38-20	Audio/Visual	SYNCB/AMAZON	DVD'S, BOOKS, SUPPLIES	09082014	11/07/14	1,091.33	78389
151-511-51-5-38-30	Donation Expenditures	SYNCB/AMAZON	DVD'S, BOOKS, SUPPLIES	09082014	11/07/14	268.33	78389
151-511-51-5-38-40	Library Programming	ANDERSEN-KOPCZYK, DANA	SUPPLIES-CHILDRENS YA PROGRAM	10212014	11/07/14	61.51	78330
151-511-51-5-38-40	Library Programming	DUNN, MARY	APPRAISAL EVENT	10292014	11/07/14	290.00	78346
Total For Dept 511-51						4,460.40	
Dept 512-51							
151-512-51-5-22-10	Natural Gas/Electric Servi	WE ENERGIES	SERVICE	11042014	11/07/14	1,348.11	78395
151-512-51-5-23-15	Building Maint/Repair Ser	HAPPY LAWNS INC	LAWN SERVICE	29393-29393.0	11/07/14	96.91	78357
Total For Dept 512-51						1,445.02	
Total For Fund 151 Library Fund						7,401.64	

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INVOICE GL DISTRIBUTION REPORT FOR VILLAGE OF BROWN DEER
POST DATES 11/01/2014 - 11/30/2014
JOURNALIZED
BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Chk Date	Amount	check #
			Fund Totals:				
			Fund 151 Library Fund			7,401.64	
			Total For All Funds:			<u>7,401.64</u>	

JOURNALIZED
BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Chk Date	Amount	check #
Fund 151 Library Fund							
Dept 510-51 92400							
151-510-51-5-20-40	Printing Services	XEROX CORPORATION	PERIODIC PAYMENT	501561366	12/05/14	52.62	78537
151-510-51-5-20-40	Printing Services	XEROX CORPORATION	BASE CHARGE FOR OCT	76612444	12/05/14	330.94	78537
151-510-51-5-20-40	Printing Services	MILW CO FEDERATED LIBR	TECHNICAL ASSISTANCE	FL02681	12/19/14	521.98	78644
151-510-51-5-20-40	Printing Services	XEROX CORPORATION	PERIOD PAYMENT	501596922	12/19/14	52.62	78676
151-510-51-5-20-40	Printing Services	XEROX CORPORATION	BASE CHARGE & METER CHARGE	77050886	12/19/14	316.88	78676
151-510-51-5-30-10	Office Supplies, Equip & F	DEMCO	LABELS	5461695	12/12/14	170.68	78549
151-510-51-5-30-10	Office Supplies, Equip & F	BUBRICKS COMPLETE OFFI	WIPES, COLOR ALPHA LABELS	1362	12/19/14	55.58	78612
151-510-51-5-30-15	Postage & Mailing	BROWN DEER LIBRARY	REFRESHMENTS, DVD, SUPPLIES	12262014	12/26/14	13.75	78694
151-510-51-5-30-20	Communications	AT & T	SERVICE	12/11/2014	12/12/14	19.75	78540
151-510-51-5-45-40	Mileage Reimbursement	DUNN, MARY	MILEAGE REIMBRUSEMENT	12182014	12/19/14	59.92	78621
151-510-51-5-45-40	Mileage Reimbursement	WILLIAMS-VAN KLOOSTER,	JULY THRU DEC 2014 MILEAGE REIMBURS	12222014	12/26/14	244.89	78802
Total For Dept 510-51 92400						1,839.61	
Dept 511-51							
151-511-51-5-35-40	Collect Repair/Maint/Suppl	DEMCO	VISTAFOIL-3 SIZES	5458092	12/05/14	360.47	78508
151-511-51-5-35-40	Collect Repair/Maint/Suppl	DEMCO	CD SECURITY CASES	5454716	12/05/14	194.00	78508
151-511-51-5-35-40	Collect Repair/Maint/Suppl	DEMCO	DVD SECURITY CASES	5452607	12/05/14	554.00	78508
151-511-51-5-38-10	Periodicals	ANTIQUES ROADSHOW INSI	YEARLY RENEWAL	12042014	12/05/14	29.00	78500
151-511-51-5-38-10	Periodicals	MILWAUKEE BUSINESS JOU	SUBSCRIPTION RENEWAL	12042014	12/05/14	110.00	78519
151-511-51-5-38-10	Periodicals	MILWAUKEE JOURNAL/SENT	YEARLY RENEWAL	12042014	12/05/14	324.46	78520
151-511-51-5-38-15	Books	INGRAM LIBRARY SERVICE	46 BOOKS	81411604	12/05/14	249.99	78512
151-511-51-5-38-15	Books	INGRAM LIBRARY SERVICE	BOOK	81447320	12/05/14	12.34	78512
151-511-51-5-38-15	Books	SYNCE/AMAZON	DVD'S, CDS,BOOK, SUPPLIES	10102014	12/05/14	618.26	78531
151-511-51-5-38-15	Books	BAKER & TAYLOR	5 BOOKS	2029929469	12/05/14	68.98	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	19 BOOKS	2029929470	12/05/14	242.95	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2029929471	12/05/14	29.18	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	BOOK	2029929472	12/05/14	13.28	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	BOOK	2029929473	12/05/14	14.87	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2029929474	12/05/14	29.74	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029969832	12/05/14	45.10	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	4 BOOKS	2029969833	12/05/14	56.81	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	4 BOOKS	2029969834	12/05/14	62.64	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029969835	12/05/14	44.54	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	5 BOOKS	2029969836	12/05/14	66.89	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	5 BOOKS	2030010168	12/05/14	75.94	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	5 BOOKS	2030010169	12/05/14	28.66	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	BOOK	2030010164	12/05/14	10.61	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	BOOK	2030010165	12/05/14	14.86	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2030010166	12/05/14	45.09	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	BOOK	2030010167	12/05/14	14.33	78501
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2029933216	12/12/14	17.95	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	4 BOOKS	2029933217	12/12/14	32.71	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	9 BOOKS	2029933218	12/12/14	78.40	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	BOOK	2029933219	12/12/14	12.15	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2029933220	12/12/14	6.36	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029970931	12/12/14	25.04	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2029970932	12/12/14	2.31	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2029987249	12/12/14	18.55	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	BOOK	2029987250	12/12/14	3.47	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030003703	12/12/14	10.43	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2030003704	12/12/14	20.22	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030003705	12/12/14	4.63	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030007932	12/12/14	5.79	78541

JOURNALIZED
BOTH OPEN AND PAID

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Chk Date	Amount	check #
Fund 151 Library Fund							
Dept 511-51							
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030008075	12/12/14	9.02	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	CREDIT	2624104	12/12/14	(11.27)	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	4 BOOKS	2030008077	12/12/14	24.05	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	9 BOOKS	2030008076	12/12/14	75.23	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	42 BOOKS	2030007934	12/12/14	346.21	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	47 BOOKS	2030003706	12/12/14	306.59	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	13 BOOKS	2029972569	12/12/14	127.17	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030007933	12/12/14	9.02	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029933221	12/12/14	24.89	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2029970933	12/12/14	30.78	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2029987251	12/12/14	11.57	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	65 BOOKS	2030008078	12/12/14	620.26	78541
151-511-51-5-38-15	Books	BAKER & TAYLOR	26 BOOKS	2030041437	12/19/14	172.78	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030041431	12/19/14	2.89	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030041432	12/19/14	17.00	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2030041433	12/19/14	15.43	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2030041434	12/19/14	18.57	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030041435	12/19/14	18.95	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2030046286	12/19/14	33.94	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030051790	12/19/14	2.89	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2030041436	12/19/14	28.12	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2030041438	12/19/14	55.57	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2030051789	12/19/14	19.10	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	2 BOOKS	2030051791	12/19/14	22.82	78604
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030046750	12/19/14	15.92	78604
151-511-51-5-38-15	Books	INGRAM LIBRARY SERVICE	23 BOOKS	82701505	12/19/14	129.78	78633
151-511-51-5-38-15	Books	INGRAM LIBRARY SERVICE	1 BOOK	81945321	12/19/14	5.19	78633
151-511-51-5-38-15	Books	BAKER & TAYLOR	3 BOOKS	2030068727	12/26/14	28.11	78688
151-511-51-5-38-15	Books	BAKER & TAYLOR	1 BOOK	2030068728	12/26/14	28.95	78688
151-511-51-5-38-15	Books	BAKER & TAYLOR	21 BOOKS	2030072831	12/26/14	136.74	78688
151-511-51-5-38-15	Books	BAKER & TAYLOR	39 BOOKS	2030068729	12/26/14	269.60	78688
151-511-51-5-38-15	Books	BAKER & TAYLOR	27 BOOKS	2030068730	12/26/14	185.90	78688
151-511-51-5-38-20	Audio/Visual	SYNCB/AMAZON	DVD'S, CDS,BOOK, SUPPLIES	10102014	12/05/14	1,081.25	78531
151-511-51-5-38-20	Audio/Visual	BAKER & TAYLOR	3 AUDIOBOOKS	2029977888	12/12/14	70.71	78541
151-511-51-5-38-20	Audio/Visual	BAKER & TAYLOR	5 AUDIOBOOKS	2030003702	12/12/14	88.64	78541
151-511-51-5-38-20	Audio/Visual	BAKER & TAYLOR	3 AUDIOBOOKS	2029977887	12/12/14	43.50	78541
151-511-51-5-38-20	Audio/Visual	BAKER & TAYLOR	AUDIOBOOK	2030041430	12/19/14	23.94	78604
151-511-51-5-38-20	Audio/Visual	BROWN DEER LIBRARY	REFRESHMENTS, DVD, SUPPLIES	12262014	12/26/14	21.11	78694
151-511-51-5-38-30	Donation Expenditures	SYNCB/AMAZON	DVD'S, CDS,BOOK, SUPPLIES	10102014	12/05/14	339.56	78531
151-511-51-5-38-30	Donation Expenditures	WILLIAMS-VAN KLOOSTER,	REIMBURSEMENT-PVC, CASTERS, SHELF E	11062014	12/05/14	198.31	78536
151-511-51-5-38-40	Library Programming	ANDERSEN-KOPCZYK, DANA	CHILDRENS PROGRAM	12162014	12/26/14	40.95	78686
151-511-51-5-38-40	Library Programming	DUNN, MARY	LIBRARY PROGRAM	12222014	12/26/14	37.92	78707
151-511-51-5-38-40	Library Programming	BROWN DEER LIBRARY	REFRESHMENTS, DVD, SUPPLIES	12262014	12/26/14	20.19	78694
Total For Dept 511-51						8,302.85	
Dept 512-51							
151-512-51-5-22-10	Natural Gas/Electric Servi	WE ENERGIES	SERVICE	12052014	12/05/14	179.19	78535
151-512-51-5-22-10	Natural Gas/Electric Servi	WE ENERGIES	SERVICE	12052014A	12/05/14	1,417.93	78535
151-512-51-5-23-10	Cleaning Services	FIRST KLASS WINDOW CLE	WINDOW CLEANING	110450	12/05/14	229.00	78510
151-512-51-5-23-10	Cleaning Services	THE JANITORS LLC	MONTHLY CLEANING SERVICE-NOV 2014	5596	12/05/14	1,365.00	78532
151-512-51-5-23-10	Cleaning Services	THE JANITORS LLC	CLEANING SERVICE-DEC	5683	12/26/14	1,365.00	78793
151-512-51-5-23-15	Building Maint/Repair Ser	HAPPY LAWN INC	AERATION, OVER SEEDING	29393.0	12/05/14	207.75	78511
151-512-51-5-23-15	Building Maint/Repair Ser	ITU ABSORBTECH INC	MAT SERVICE - NOVEMBER 2014	5920590	12/05/14	170.49	78513

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Chk Date	Amount	check #
Fund 151 Library Fund							
Dept 512-51							
151-512-51-5-23-15	Building Maint/Repair Ser	ITU ABSORBTECH INC	MAT SERVICE-DEC 2014	5932700	12/19/14	170.49	78634
151-512-51-5-23-15	Building Maint/Repair Ser	SIMPLEX GRINNEL	EXTINGUISHER INSPECTION	80821375	12/19/14	99.00	78664
151-512-51-5-23-15	Building Maint/Repair Ser	BROWN DEER LIBRARY	REFRESHMENTS, DVD, SUPPLIES	12262014	12/26/14	6.92	78694
151-512-51-5-35-10	Building Supplies	NASSCO INC	HAND TOWELS	S1845995.001	12/05/14	57.78	78522
151-512-51-5-35-10	Building Supplies	NASSCO INC	BATH TISSUE	S1854019.001	12/12/14	68.18	78572
151-512-51-5-35-10	Building Supplies	NASSCO INC	BATH TISSUE	S1856950.001	12/19/14	75.00	78650
Total For Dept 512-51						5,411.73	
Total For Fund 151 Library Fund						15,554.19	

GL Number	Inv. Line Desc	Vendor	Invoice Desc.	Invoice	Chk Date	Amount	check #
			Fund Totals:				
			Fund 151 Library Fund			15,554.19	
			Total For All Funds:			<u>15,554.19</u>	



HOLIDAYS FOR 2015

Thursday, January 1	New Year's Day
Monday, May 25	Memorial Day Observed
Friday, July 3	Independence Day Observed
Monday, September 7	Labor Day
Thursday, November 26	Thanksgiving Day
Friday, November 27	Day After Thanksgiving
Thursday, December 24	Christmas Eve
Friday, December 25	Christmas Day
Thursday, December 31	New Year=s Eve

2015 Village Holiday closures and proposed Library closures

January 1 – approved (Village)

January 19 – approved (Library Board)

April 4 – need approval Saturday before Easter

May 25 – Memorial Day Observed

need approval for 23rd (Saturday)

July 3 – Independence Day Observed

need approval for 4th (Saturday)

September 7 – Labor Day (approved, Village)

Need approval for 5th (Saturday)

November 26-27 – Thanksgiving, Friday after (approved-Village)

need approval for 28th (Saturday)

December 24, 25, 31 – approved (Village)

Need approval for 26th (Saturday)

January 1 (2016) – approved (Village)

Need approval for 2nd (Saturday)

11/21/2014

Address

Dear Editor:

Recently, Brown Deer Public Library conducted a survey to better understand how our community uses and benefits from free access to computers and the Internet at the library. The library offers 14 full-function computers for public use, free wireless Internet, and assistance for all members of our community. Of the survey respondents who reported visiting the library in the past year, 100% used a public access computer or the library's wireless network during their visits. Highlights from the survey include:

Library computers are in demand –

Most respondents use a library computer on a monthly basis or more frequently (50%=1-3 visits/month; 41%=1 visit/week or more).

Computer use = economic development and personal business rather than fun and games –

The most common use for library computers was employment related (68% of respondents), for example:

- 59% of the respondents used library computers to 'look for a job'
- 55% 'applied for a job or sent out a resume'
- 55% also 'worked on a resume'
- 41% 'found information related to a job or profession'

Respondents noted several additional uses they made of library computers, including:

- 'Learn about an illness, disease or medical condition (36% of respondents)
- 'Find information about a doctor or other health care provider (32%)
- 'Get help from a government official or agency (41%)
- 'Learn about government programs or services' (50%)
- 'Get government forms' (36%)
- 'Learn about getting out of debt' (32%)
- 'Bank online' (32%)
- 'Research or compare products/services' (36%)

The most frequently used computer technology, aside from the computer itself, included the printer (79%), email (89%) and internet search engines (95%).

The beneficiaries of library Internet access often extend beyond the individual users –

45% of users found information or performed tasks for other people using the library's computers or Internet connection.

Library staff matter –

Of survey respondents who use the library's public access technology, 77% got help from library staff to use the library's computers and Internet.

Computer users are not mostly kids playing games –

55% of survey respondents are 55+ years old. 45% have a 4 year college degree or higher.

Free computer access at the library cuts costs at home for struggling families – 45% of respondents are low income (below 200% of the federal poverty level).

These results highlight just a handful of the many positive impacts our community receives from the library's public technology access and assistance. The future of our community depends on Brown Deer Library's ability to sustain the quality technology services that provide opportunities for all people. Let's make sure our library gets the support it needs to make this happen. Visit Brown Deer Library to see how you can help.

Sincerely,

A handwritten signature in black ink, appearing to read "B. Williams-Van Klooster", with a long horizontal flourish extending to the right.

Brian Williams-Van Klooster, Director

MCFLS Guidelines for Use of Patron Data

Legal background:

Wisconsin Statutes, s. 43.30 (1m):

Records of any library which is in whole or in part supported by public funds, including the records of a public library system, indicating the identity of any individual who borrows or uses the library's documents or other materials, resources, or services may not be disclosed except by court order or to persons acting within the scope of their duties in the administration of the library or library system, to persons authorized by the individual to inspect such records, to custodial parents or guardians of children under the age of 16 under sub. (4), to libraries under subs. (2) and (3), or to law enforcement officers under sub. (5):

These guidelines do not focus on the use of patron information for inter-library borrowing, the rights of custodial parents for patrons under 16, or the use of patron information by law enforcement officials.

The Wisconsin Department of Public Instruction has further stated that:

“(N)othing in state law prohibits library staff from using the library's patron database as part of a library fund-raising effort. Wisconsin Statutes Section 43.30 allows the use of patron records to persons acting within the scope of their duties in the administration of the library or library system. Therefore, **use of patron library records may be allowable by library staff who have been authorized by the library board to conduct fund-raising for the library.** However, we would recommend that fund-raising use of patron records occur only after explicit library board approval of a policy allowing that type of use.”
http://pld.dpi.wi.gov/pld_trusteefaq4#patron-info

Guidelines for use of patron information:

Since the use of patron registration information is allowable by state statute, MCFLS recommends that libraries use this information granted that:

- the library receives library board approval of a policy allowing the use;
- the library only uses **contact** information for residents of the library's municipality;
and
- the library offers an easy "opt out" procedure in the messages.

MCFLS staff will extract the data from the ILS upon request, but using this data within a software program is the responsibility of the library. In addition, MCFLS recommends the following guidelines to ensure the best use of the data in a way that is sensitive to patron privacy and leaves as much control as possible in the hands of the patron.

- Use a method of communication (such as a newsletter or similar format) that allows patrons the choice to opt-in. At a minimum, the patron should be given the choice to opt-out of the communication at any time, preferably by an “unsubscribe” link or something similar that would take effect immediately.
- Only retrieve as much information from the Sierra ILS as is necessary for the communication to take place.
- Include a privacy policy within your communication clearly identifying your organization and the purpose of sending the message.

DRAFT

Strategic Vision for Library Systems in the 21st century
Recommendations of the COLAND Work Group
DRAFT 10-28-14

The COLAND Work Group on 21st Century Library Systems presents the following recommendations to the Council on Library and Network Development regarding strategic vision and directions for library system services and administration in the 21st century.

Leadership

COLAND will lead the strategic vision and strategic directions for library systems. The Department of Public Instruction will lead implementation of the strategic vision and strategic directions endorsed by COLAND. Library Directors and Library System Directors will lead change at the local and regional level to maximize organizational resources and state funding to deliver the highest quality library services to Wisconsin residents for the tax dollars provided.

Vision

Wisconsin communities prosper in an economy driven by knowledge, creativity, information and technology when their residents have the opportunity for self-directed learning, high-speed network technology, collaboration for community and business start-ups, and continuing education for changing careers. Public libraries are transforming from a storehouse for books to centers of learning, creativity, and innovation in the digital age. Public libraries continue to serve as repositories of knowledge in the 21st century while methods of delivery have shifted to electronic. For most Wisconsin communities the public library is the primary place for access to digital resources, high-speed networks, gathering places and promotion of local cultural assets. Public libraries have become the engine of development within our communities, advancing the economy by enhancing lifelong learning. Public libraries are integral to education supplementing that of schools, technical colleges, and universities. Librarians serve as information technology coaches, job search coaches and learning coaches.

Strategic Direction 1. Library Consulting: Leverage distributed expertise to provide specialized consulting, verified by DPI

Create a distributed model of consulting expertise that is verified (and certified where applicable) by the Department of Public Instruction and delivered in the most appropriate method. Suggested consulting services include: building design; youth services; ADA compliance; staff development; human resource topics; strategic planning; administration; community relations; fund raising; legislative development; and library board development. The Department of Public Instruction will provide a pool of resources for these and other topics as needed. Expertise will reside in library systems staff or public library staff.

Strategic Direction 2. Provide and Support Technology: Move to the Cloud

Cloud-based services are both robust and cost effective, whether provided by private vendor contracts negotiated at the state level or via state or regional data centers. Moving to the Cloud will minimize maintenance and hosting of physical servers onsite at local libraries and library sys-

tems. Library system technical staff will be able to shift their focus from maintaining servers and data centers to assisting libraries with providing and administering their technology-based services. Possible computer applications for moving to the Cloud include: email, calendars, web hosting and other non-ILS technology commonly used in libraries and library systems.

Strategic Direction 3a. One State - One ILS

Wisconsin public libraries will move toward a state-wide ILS so that all Wisconsin residents will have access to the collective resources of the state. Economy of scale is everything. By leveraging purchasing power to implement a state-wide ILS, Wisconsin residents will have a consistent user experience and access to the widest range of information resources at the lowest unit cost for taxpayers. State interlibrary loan for public libraries will be replaced by intra-state loan at a much lower cost. Increased use of statewide library collections significantly increases the value proposition for print collections.

Strategic Direction 3b. Resource Libraries: Change the value proposition

The Wisconsin Statutes that describe and define resource libraries were written when print materials dominated public library collections. In today's environment of e-books, BadgerLink, and Google the value proposition of Resource Libraries needs to be redefined. Resource libraries have specialized collections and staff expertise that can benefit Wisconsin residents who live in smaller communities. The 20th century value proposition for resource libraries was based primarily on a print environment; the digital world of the 21st century requires a different value proposition.

Strategic Direction 3c. Delivery Service: Change the Logistics

Transition to a multiple-hub statewide delivery network to improve efficiency (faster delivery) reduce cost of physical delivery of library materials, and modify local delivery system (last mile) will be based on new statewide delivery model. The focus for this change is on improving the library user experience and getting the most value from Wisconsin's investment in library materials.

Strategic Direction 4. Coordinate Electronic Resources: Maximize purchasing power

The transition from print resources to electronic resources will support online learning and information access for all Wisconsin residents. Statewide license agreements and library system consortia purchasing will increase value and reduce costs for taxpayers. Certain statutory language should be revised to allow for more flexible arrangements to meet local community needs. Resource libraries that have more specialized resources could link back-up reference service to those specialized resources that would not be cost-effective in a statewide consortia.

Strategic Direction 5. Continuing Education: Maximize impact of continuing education funding

Continuing education funding will be placed under the supervision of the Division for Libraries and Technology. The Division will use the funds to support webinars and face-to-face training and development for library staff and trustees in order to address current practices and lead change toward our desired future while taking advantage of technology developments. The Division will allocate funds through a grant process that encourages collaboration and regional impact.

Additional Recommendation: Eliminate statutory language requiring DPI to request 13% for library system aid

The current statutory requirement that DPI submit 13% library system aid in its biennial budget is not helpful to libraries or to DPI. The current funding level is just under 7%. Eliminating this mandate and allowing for smaller increases provides DPI the flexibility to make more realistic requests.

Guiding Principles Adopted by COLAND 9/12/14

- 1) Transformation is key to success in the 21st century. Transformation involves disruptive change. Transformation involves letting go of the status quo to meet the evolving information, learning and technology needs of Wisconsin residents.
- 2) The status quo of 17 library systems requires significant overhead costs to maintain. Reducing the number of library systems will free up overhead dollars that can be reinvested into resources and services.
- 3) Consolidation must be accompanied by service redesign through increasing the use of technology, reducing duplication, utilizing LEAN production principles to streamline operations, and increasing the sharing of services among library systems
- 4) Reducing the number of library systems and redesigning services will change the role of resource libraries. This is an opportunity to rethink the concept of resource libraries.
- 5) Libraries are transforming to an active learning environment and changing from a place for individuals to a collaborative space, and a shift to outreach —beyond the library walls. How can library systems provide resources and services to assist libraries with this transformation?
- 6) Focus on the next big thing - create a bold vision for the future, delivering new services in new ways.

Members of the COLAND Work Group: Kathy Pletcher (Chair) Josh Cowles, Laurie Freund, Doug Lay, Bryan McCormick, Joan Robb, Jim Trojanowski. Nita Burke, Chair of COLAND, attended all meetings.

► Strategic Vision for Library Systems in the 21st Century

- [Progress Report to COLAND](#)
- [Letter from COLAND Chair](#)
- [Feedback Form](#)
- [Presentation from the COLAND Forums held on November 6, 2014 at the WLA Annual Conference](#)
- [Workgroup DRAFT Strategic Vision for Library Systems in the 21st Century recommendations for 11/14/14 COLAND meeting](#)
- **Click below to review the one-hour webinar offered Monday, November 10, “COLAND Forum--A Strategic Vision for Library Systems in the 21st Century” The link will launch Blackboard Collaborate, in which the recording can be viewed.**

[View the Blackboard Collaborate recording](#)

Background Information

- [DPI Lean System Study Work Group Recommendations](#)
- [ILS Study](#)
- [SRLAAW Report: “Creating More Effective Library Systems”](#)
- [SRLAAW Report: “Developing a Unifying Vision for Library Services in Wisconsin, 2000-2001”](#)
- [COLAND Sponsored Webinar on the DPI LEAN System Study Workgroup Recommendations, October 13, 2014](#) (The program begins three minutes into the recording.)

1/19/15 Staff Training Day AGENDA

830-9

Paging slips, morning snacks

9-10:30

Strategic Plan: concept, process, timeline [Brian]

10:30-10:45

BREAK

10:45-12

SWOT analysis: concept and activity [Michael Hall]

12-12:45

LUNCH

12:45-1

What's next for the Strategic Plan; Introduction to Mary Wacker [Brian]

1-2:30

Communication styles in the workplace [Mary Wacker]

2:30-2:45

BREAK

2:45-4:30

Building collaboration in a changing workplace [Mary Wacker]

Planning for the Library's Future

11

The Importance of Planning: Why Plan?

How often do you leave for the grocery store without a list and come back with dozens of items you didn't need, but without the one or two things you absolutely needed? Nobody would ever think of building a house or starting a business without a plan. Yet it is often hard to convince library directors and library boards to create a long-range plan. The most frequent excuse is "We don't have time" or "We are too busy getting our work done."

Information technology, publishing and the book industry, and society itself are in the middle of the greatest series of changes since the invention of the printing press. In 1990, few libraries had computers. Now, they are everywhere. In 1980, women were just entering the workforce in large numbers, and many smaller Wisconsin communities had few, if any, minority residents. Library services need to change to reflect changes in our communities. They cannot exist in a vacuum. The library board or director that refuses to plan is like the shopper going to the store without a shopping list. The library may well be offering dozens of services that are not really needed by the community, while failing to offer the one or two services that might provide a great benefit.

Planning for libraries is a process of envisioning the future of both the community and the library and setting a direction for library movement toward a chosen future vision. Planning helps the staff and board understand the situation of their community, set priorities, and establish methods for achieving those priorities. The planning document provides a record of the decisions made during that process. The document also becomes a guide for decision-making and action by staff and the board.

Planning Essentials—Getting Started

Size doesn't matter. Every library needs a plan, no matter how small or how large the library and community may be. However, just as a shopping list will be different for the single person and the family of ten, the *process* followed to create a plan will depend on the size of library and community involved with the project. Large and even many medium-sized libraries, or those libraries accustomed to planning, may have the resources and experience to undertake a full-blown process such as that described in *Planning for Results*.¹ *Planning for Results* provides a blueprint for creating a vision of the future for a library and its community, along with a blueprint for creating the services that will enable a library achieve its vision. *Planning for Results*, because it is so thorough, describes a fairly time-intensive process involving a large cast of players. Any

¹ Wilson, William James, et al. *Planning for Results: A Public Library Transformation Process*. ALA, 1998

In This Trustee Essential

- The importance of planning
- Planning essentials—getting started
- A plan outline
- Where to go for help

library, including smaller libraries or those new to planning, will benefit from undertaking the process outlined in *Planning for Results* if its board and staff have the commitment, time, and resources to follow through. However, for novice planners, the process is less important than the fact that planning is carried out. First-time planners often want to follow a simplified process that is less time-intensive. Even a simplified process will help the board and staff gain vital information about the library and community, as well as the experience and confidence needed to expand the process during the next planning cycle.

Who should be involved?

The minimum number needed to draft a long-range plan is one. However, just as the grocery shopper benefits from consulting spouse and family before leaving for the store, the long-range plan for the library benefits from input from multiple individuals. The library director, with the help of system staff, can be relied on to gather statistics about a community. Important statistics include:

- Population size of community broken down by age, gender, racial heritage, etc.
- The existence of large or growing groups of newcomers to the community, whether they be urban or rural transplants, new ethnic groups, or other.
- Economic factors regarding the community, such as household incomes and source of payrolls.
- Educational profile of the community.

At the same time, the director and staff can gather facts about the library. Questions to ask include:

- What services are currently being offered?
- How have usage patterns been changing in the past few years?
- What is the composition of the collection? How many books does the library own? How many books on tape? Videos? Children's books, etc.?
- What is the *age* of the collection? What is the average publication date for each section of the nonfiction collection?

By discussing these and similar facts about the library and the community, the staff and board can come to some basic conclusions about the library on which to plan future services. A library with a small large-print collection in a community with a stable, aging population may want to buy more large-print books, for example. A science collection with relatively few titles less than one or two years old probably needs updating.

One of the best ways to gather insight regarding your library is to see how it stacks up against current state recommended standards. *Wisconsin Public Library Standards* is updated about every five years. The Standards are not mandatory requirements from the state; rather they are suggestions for basic levels of service organized by library or community size. They suggest such things as basic

collection size for a specific community size. They even recommend a minimum funding requirement for a basic level of library service in the smallest communities. The Standards allow planners to look beyond the confines of their community. (For more information, see *Trustee Essential #12: Library Standards*.)

By talking to other stakeholders, library planners can add to the strength and reliability of their plan as well as obtain buy-in from the public. There is an endless list of individuals and groups that *might* be consulted as part of a basic planning process. Which ones you choose will depend on your particular situation. Suggested players include:

- The mayor and city council (or equivalent)
- Municipal employees such as an economic development officer, senior center director, or recreation department director
- Representatives from the PTA and/or teachers union
- Representatives of active service groups such as Elks, Rotary, or Lions
- Representatives of other social/service organizations such as those representing growing minority populations
- Representatives of the religious community
- Current library users
- Those not currently using the library

You get the picture. The more people you talk to about the community, the more information you will have to create your long-range plan.

How do you gather information?

Probably the most common mistake library planners make when consulting the community in preparation for a long-range plan is to ask people about the library. Neophyte planners ask what library services people are looking for. The real purpose of consulting all of these community representatives is to find out about *them*—what *they* are doing and what is important in *their* lives and work. The library staff and board are the experts in the broad array of possible library services. It is up to the experts to be creative in proposing new services or changes in services to meet emerging needs. The mayor and city council may be interested in developing tourism in a community, but they may never think of the library as a vehicle for collecting and disseminating local information of interest to tourists. If you ask someone what the library should be like, they will answer based on their preconceptions about what a library is. Instead, inquire about community needs and then apply library resources to fashion the services to help the community fill those needs.

There are a variety of ways to ask this large array of players about community needs. One of the simplest but most effective is simply to invite them to the library or a neutral site and talk to them. Find someone who is experienced in conducting focus group interviews. Construct one or more groups built around

particular interests, such as the needs of children in the community or the needs of immigrants. Assist the interviewer in eliciting the opinions of interested parties regarding what is important to them.

Library planners probably most often gather information by means of surveys. If you decide to use a survey, consider the following:

- What is the specific question you are trying to answer? What hypothesis are you testing?
- Don't ask questions simply for the sake of asking. If you ask whether the respondent went to college, for example, how will having the information affect your investigation? How will you use the information?
- Will your survey reach the target audience? Surveys done in the library are useless for learning the needs and opinions of nonusers. Current library users do not necessarily represent a cross section of the community.
- How will your survey be distributed?
- How will your survey be tabulated?
- Do a pretest. Make sure that your respondents have the same understanding of the questions you do.

Again, consider enlisting the help of someone experienced in writing and conducting surveys before you get started. This doesn't have to cost anything. You may find a volunteer at a local chamber of commerce or a nearby university, or a local resident may be willing to help who has conducted surveys as part of his or her business. Your local library system should be able to offer assistance. If you write your own survey, at the very least have someone critique it for you. A poorly executed survey can have less value than no survey at all. It may even lead you to opposite conclusions from those you might have reached otherwise.

A Plan Outline

Okay, you've gathered all your information. What do you do with it? A simple plan might be organized like this:

Introduction: Discuss the planning process: Who are you? What are your library and community like? How did you find this out? Who did you consult? How did you consult them? What did you find?

Mission Statement: What vision of the community are you are trying to support? What is the library's role in supporting that vision? What is the reason the library exists? (See *Sources of Additional Information* below for information about developing a mission statement.)

- Service Responses: What are the specific services you will offer and, why?
- Activities: Under each service, list the particular activities that will be carried out and what you intend to accomplish. How do these activities relate to the mission of the library?
- Evaluation: How will you measure the impact these services are having on the target population? How do you know if you are doing it right? What are your alternatives if you are not?

The specific time frame your plan should cover will depend on how ambitious your plan is, or how many activities you hope to carry out. There is no magic formula that dictates that your plan should last five years, three years, or even one year. Do what makes sense for your library and your community. The most important thing you can do is to be adaptive. Follow your plan and revisit it along the way. Make sure it is taking you where you want to go, and revise it as necessary. At the end of the planning cycle, when all evaluations are in, start over. Create a new plan and perhaps go a little farther in your information-gathering process.

Special Types of Planning

In addition to general long-range planning for the entire library, you may also want to consider planning projects focusing on special issues such as technology or disaster preparedness.

Many libraries participate in technology planning through their library system and therefore do not need to conduct their own technology planning project. Because new technologies can greatly expand the services and resources offered by a library, it is important that all libraries be involved in some type of technology planning.

Most libraries will rarely experience a severe emergency or natural disaster, but it is best to be prepared, just in case. Fires, floods, tornadoes, and hazardous material accidents can endanger lives, and it is important for libraries to have plans and/or policies in place for dealing with these types of emergencies. It is also important for staff to be trained to handle emergencies properly, including medical emergencies.

Plans and/or policies can also be established to prepare for recovery of library materials after an accident or disaster. The Wisconsin Public Library Policy Resources Page (at pld.dpi.wi.gov/pld_policies) has links to examples of emergency and disaster policies. See below for resources to help with accident and disaster preparedness planning.

Discussion Questions

1. Has your library had a plan before? What did it deal with? When was it done?
2. Who should be involved on the ground floor? Which staff members? Which board members? Who is available with the necessary expertise, including outside volunteers, that might be able to help with the plan?
3. What resources does your library system have to assist you with planning?
4. Are there any other plans out there that you might consult (e.g., a comprehensive development plan written for the municipality; a comprehensive plan written for the school system; any plan written by the chamber of commerce)?
5. What do you hope to accomplish? What will you do with the plan once it is written?
6. How does your library compare with other libraries in similar communities? Do you meet or exceed recommended state standards?
7. Can your library system obtain samples of other long-range plans for your committee to look at? After examining them, ask, What was good about them? What didn't you like?

Sources of Additional Information

- Your library system staff (See *Trustee Tool B: Library System Map and Contact Information*.)
- Wisconsin Public Library Standards, Chapter 1, available at pld.dpi.wi.gov/pld_chapter1
- OWLS webpage on planning at www.owlsweb.info/141/plans.asp
- McClure, Charles R., et al. *Planning and Role Setting for Public Libraries: A Manual of Options and Procedures*. Chicago, IL: ALA, 1987.
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- Zweizig, Douglas, et al. *Evaluating Library Programs & Services: TELL IT!* Madison, WI: UW School of Library and Information Studies, 1993.

- “Disaster Preparedness and Recovery.” American Library Association (www.ala.org/ala/issuesadvocacy/advocacy/federallegislation/govinfo/disasterpreparedness/index.cfm)
- Western New York Disaster Preparedness and Recovery Manual for Libraries and Archives, Third edition 2003, Western New York Library Resources Council (at www.wnylrc.org/documentView.asp?docid=35)
- Conservation OnLine (CoOL), Disaster Preparedness and Response (at palimpsest.stanford.edu/bytopic/disasters).

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