

## **WiLS Board Meeting**

February 26, 2016

11:30 am – 3:00 pm

Wegner CPAs

2110 Luann Lane, Madison, WI

### **Board/Finance Committee members in attendance:**

Mark Arend, Winnefox Library System  
Peg Billing, Tomahawk School District  
Sylvia Contreras, Edgewood College  
Lee Konrad, UW-Madison  
Catherine Lavalley-Welch, UW-La Crosse\*  
Lesleigh Luttrell (Finance Committee)  
Melissa Matz, Elmbrook School District  
Stef Morrill, WiLS (Ex-officio)

Sharon Nellis (Finance Committee)  
Steve Platteter, Arrowhead Library System  
Dan Reed (Finance Committee)  
Tasha Saecker, Appleton Public Library  
Andrea Schmitz, Verona Area School District  
Kristin Vogel, St. Norbert College\*  
Scott Vrieze, Wisconsin Indianhead Tech College  
Heather Winter, Milwaukee Art Museum

\*Attended by phone

### **Board members absent:**

Martha Berninger, DPI

### **Staff in attendance:**

Jeff Brunner, Melody Clark, Andi Coffin, Sara Gold, Tom Klement, Lisa Marten, Melissa McLimans, Emily Pfotenhauer, Bruce Smith

### **Call to Order: Changes/Additions to the Agenda**

T. Saecker called the board meeting to order at 11:05am. No changes/additions were made to the agenda.

### **Approval of November 2015 meeting notes**

M. Arend moved approval of the November 2015 notes. P. Billing seconded. The meeting notes were approved unanimously.

### **Report of Committees and Workgroups**

#### *Cooperative purchasing*

The committee met. S. Morrill will share notes. She reported on some of the topics of discussion. One of the big things discussed was the trial process. While we tried in previous years to standardize the process across types, we have developed different processes for each market type. For the academics, for example, we decided to focus on a topic such as nursing and ask our members what they currently use for their nursing program. We'll then have the trials offered based on those results. We're hoping to do a trial of 5 databases for about 6 weeks starting in April.

### *Events workgroups: Peer Council and WiLSWorld*

Planning has begun for both conferences and we have planning teams for both.

Peer Council is June 8<sup>th</sup> at the Pyle Center. We asked past attendees if they'd like to change the name but they didn't want to. The community was uninterested in an unconference approach, but interested in learning from their peers on their practices and workflows. We are moving forward with an emphasis on growing a community of practice that can use one another as resources between meetings. The planning team is interested in authority control and clean up, and how data affects discoverability.

WiLSWorld is August 2<sup>nd</sup> and 3<sup>rd</sup> at the Pyle Center. Given feedback from last year, we are moving forward with the single day conference followed by Workshop Wednesday. We have great feedback from our community survey that ran earlier this year on what topics and skills and people are of interest to the community. We're exploring contracting with Jim Whitehurst as our keynote speaker and we've held one planning call with the newly-formed WiLSWorld planning team. The call for proposals will be issued soon. There is a lot of interest in bringing the "big thoughts" from outside the library community to engage attendees in thinking broadly, and the planning team is excited to move forward.

### **Director's report**

S. Morrill asked for feedback on the more frequent, less formal updates she has been sending. The Board was comfortable with the format.

### **Action: Bylaw revisions**

The board reviewed the changes to the bylaws. P. Billing moved approval of the revised bylaws. S. Vrieze seconded. The motion was approved unanimously.

*Motion:* approval of bylaw revisions

### **Report on the evaluation of the executive director and action on compensation plan for 2015/16**

17 people provided feedback on S. Morrill. The feedback was very positive and everyone said they thought Stef's ability to lead either stayed the same or improved. T. Saecker has a recommendation to raise the director's salary the same percentage as the staff raise for next fiscal year, once that is determined as part of the budget process. P. Billing moved the plan for compensation; S. Vrieze seconded. Motion approved unanimously.

### **Discussion: staffing plan**

It is possible that WiLS will be continuing work as the project manager for the Public Library System Redesign project for two years. If this contract continues, it would be beneficial for us to add another position. S. Morrill proposed to hire someone that would take on some financial/administrative things to allow L. Marten time to grow her responsibilities, which would also give J. Brunner and S. Gold more time to take on different project-related responsibilities to provide S. Morrill will additional time to work on the PLSR project and WiLS administrative business.

We'll know by the end of April if we will be continuing with the project and what amount we could dedicate to this new position. M. Arend moved endorsement of the idea of hiring an additional administrative position. A. Schmitz seconded. Motion approved unanimously.

**Discussion: Virtual membership meeting**

Our first ever virtual membership meeting was held earlier in February. Materials from the meeting can be found here: <http://www.wils.org/2016/02/18/thank-you-for-attending-wils-2016-membership-meeting/>

The staff all felt it went very well. We still had very few K12 members in attendance. We might want to change the day/time next year. The format of having members talk was well received.

**Discussion and approval: Change in annual planning process and feedback/annual report year**

Based on our discussion from the last Board meeting, S. Morrill suggested a slight change in the timing of strategic initiatives. Currently, our strategic initiatives run along the fiscal year. With our new planning cycle, it would be better to start strategic initiatives on the calendar year. This change would also allow us to do an annual report of the calendar year of activities and the fiscal year of financials. Right now, we wait to put out the annual report until after the audit and financials are done for the year, so the information about initiatives is very dated. It would also allow us to release the annual report around the time of the annual membership meeting, which would be beneficial.

The group reviewed the plan for continuous feedback and discussed what information the board needs to see. Information about events will be shared after the event. Cooperative purchasing will be shared quarterly and also annually. The group encouraged S. Morrill to send along anything extremely positive or negative.

**Discussion: Using the WiLS board as a “community of practice” experiment**

Some of our strategic directions and other themes we are hearing from the community seem to be converging on the idea of “community of practice.” T. Saecker, H. Winter, and S. Morrill discussed this topic, and wondered if it might be possible to use the board as an experiment. One of the great things about the WiLS board is that it gives people a safe place to share ideas and learn from other types of libraries. The group discussed possibly using Slack to harness that energy in a virtual environment. Individuals expressed interest in getting together more as a board, whether it be virtual (on Slack) or in person, to share ideas and support. WiLS staff would be willing and able to train the board in Slack. Topics of interest include leadership, resource sharing, ICOLC, project management, promotion (marketing and branding, storytelling).

**Discussion: Possible service directions**

The group broke into small groups by library type (Academic, K12, and Public) to discuss the following questions

- *The “big picture” issues: what are the big, hairy problems that your type of library or the library community as a whole is facing? What are the nuts we haven’t quite cracked in this state?*
- *Trends in goals of individual libraries: At the annual meeting, we asked attendees to think about their library. If where they are today is “A” and where they’d like to be by the end of the year is “B”, then what’s the B? It could be a larger, less specific goal (like engaging the community) or it could be something specific (like a website redesign or redesigning space). We also asked them about their barriers to getting to B. For purposes of our discussion, please consider your own “Bs” along with the results from the meeting.*

The small groups had lively discussions. Themes that emerged included:

- The need for expertise and assistance around space planning and building projects
- Making the case to the right people: using our own data and experience and stories as well as demographic data and research, learning how to speak the language of those you're talking to (marketing/communicating to stakeholders and vendor partners.)
- Learning to recognize our actual barriers and being creative about getting around them.
- Sharing innovations, successes, and failures.
- Creating conversations between different types of libraries (including different types of academics)
- Building communities of practice around purchasing and resource sharing.
- Defining what libraries should look like, especially for the K12s.
- Getting back to our core mission of literacy and education.
- A reaffirmation that we are all part of the same ecosystem: what happens to one of us affects those around us.

### **Update on board seats**

It's the time of year when we need to start the election/appointment process for our members with expiring terms. This year, the following members will have terms expire:

- C. Lavallee-Welch (appointed by CUWL)
- M. Arend (elected public seat)
- T. Saecker (elected public seat)
- P. Billing (elected K12 seat)
- M. Berninger (elected Special Library seat)

Heather Winter's term was to end in 2016, but will be extended to 2017 due to her being current chair elect. S. Morrill will reach out to CUWL as the appointing body for C. Lavallee-Welch and will also check in with the others up for election to determine if they would like to continue on the board.

### **Discussion of location for May meeting**

Our next board meeting is May 19<sup>th</sup>. While Madison is pretty centralized (and many of us are located in it), moving around is also nice. M. Arend from Oshkosh and C. Lavallee-Welch from La Crosse both offered to host. S. Morrill will determine the next location before then.

### **Next meeting**

May 19, 10-3, Location to be determined

### **Adjournment**

S. Platteter moved adjournment; M. Arend seconded. Motion approved unanimously. Meeting adjourned at 2:50.

**Recorder: L. Marten**