

## August 17, 2018 WiLS Board Meeting/Retreat Aldo Leopold Foundation

*Board members attending:* Martha Farley Berninger, Peg Billing, Nathan Dowd, Kris McCoy, Stef Morrill, Steve Platteter, Jane Roisum, Tasha Saecker, Teresa Voss, Scott Vrieze

*Absent:* Mark Arend, Kristin Vogel, Paul Waelchli, Heather Winter

*Staff members attending:* Jeff Brunner, Andi Coffin, David Hafner, Melissa Mclimans

### *Goals for the day:*

- To provide ideas for WiLS strategic initiatives/budget for 2019.
- To give Board members the chance to interact and work together

### *Brief orientation to the Board*

S. Morrill provided a brief orientation focused on what the board needed for the day's discussion. This included brief reviews of:

- Annual meeting and activities schedule
- Service areas
- 2018/19 budget
- Balance sheet
- WiLS mission and values

### *Reports*

#### *Financial report*

S. Morrill shared a draft end of year budget. The very preliminary end of year numbers look good, but the final amounts won't be known until Tom Klement goes through the complete end-of-year process.

#### *Ideas to Action report*

The Ideas to Action projects have been selected and the funds have been distributed to all those who wanted them at the beginning of the project. The projects will provide an update at the annual meeting (which has been set for February 28, 2019) and beginning in 2020, we'll make a longer annual meeting/virtual conference where each project will have a timeslot to present.

#### *WiLSWorld report*

WiLSWorld was held three weeks ago and the Board members who attended were thanked for their work. The keynote this year was UW-Madison iSchool alum Sarah T. Roberts who spoke about commercial content moderation and the ethics of information work. She also has a book coming out soon! The conference went smoothly and the programs were fairly evenly attended and feedback at the conference was positive. The happy hour was also well attended and well-liked. We had two workshops the following day: one on lean process improvement and the other on marketing, which were valuable not just for attendees and also for WiLS staff. The management of the conference planning was handled a little differently this year; instead of having the majority of staff directly involved in various roles, a small team of four WiLS staffers handled much of the coordination and details while still involving full staff in brainstorming and in coordinating with presenters according to their contacts and service areas. Though we hadn't yet had a chance to debrief as a staff about this, it does feel like the conference coordination was smoother and fewer things were left undone. Though we haven't done a staff evaluation of the conference yet, we can share that the attendee survey results were positive with overall satisfaction being reported at 50% satisfied and 50% very satisfied. Also, nearly a quarter of our registrants were new attendees. The high points from the evaluation survey were the keynote, the values-centered design program by Kristin Eschenfelder, the future of ebooks programs, and the lean workshop.

### *Small group discussions*

Board members had small group discussions around three themes: accomplishments, plans, and topics they are thinking about/challenges in their institution. During each discussion, Board members and WiLS staff looked for themes and “big concepts” for afternoon discussion.

### *Debrief from morning*

M. McIlmains facilitated the debrief. The group began by talking about themes they heard around challenges:

- Change management, and getting staff to buy-in to changes.
- Budget issues, including optimizing resource deployment, success creating situations where the funds can't keep up with the needs, and explaining changing needs to funders.
- Advocacy, including communicating what a library is today and the need to learn how others (those who are funding or supporting) work, learn, and talk.
- Changing skill sets, including the need for staff development in outreach and communication, setting expectations for roles so staff are not surprised when they take positions, how hiring is impacted (credentials and skill set aspects).
  
- Space issues, including the transition of space from single-use to multi-use, how to educate about that change, and how to market services that are not present in the space (e-content, etc.).
- Burnout issues with staff: recruiting, retaining, and training staff in order to prevent burnout.
- Lack of multi-type connections.
- How day-to-day activities take the bulk of the resources and prevents growth: how to phase out services and resources, the challenge of special services that have a small user base but a large impact.
- Accessibility challenges

The group then discussed some solutions:

- With change management, communication is critical. There needs to be a plan of when and how to communicate. Professionals can help. Everyone should have a voice in the process and data should be collected to support the change. It's important to be empathetic and involve the decisions impacted by decisions. While there is a plan, some communication will have to be on the fly.
- Developing staff through coaching and training, developing skills like improvisation.
- Recognizing and working with adults with hidden disabilities. Keeping an open mind and communicating in many different ways (in person, in writing, different audiences) and many times.
- Encouraging informal collaborations may help with multi-type connections and capacity issues.

The group shared some common projects people are undertaking:

- New ILSs
- New spaces and multi-use spaces
- New standards
- PLSR recommendations
- New collaborations:
  - UW Colleges and UW System has a shared cataloging pilot, WISPALS is interested in this, too.
  - Arrowhead and Winnefox/OWLS are collaborating on ILSs.
  - Internal collaborations are developing around library and instruction design (teaching and learning moving into library spaces). Other examples are displays and events built by communities and including traditionally underrepresented population in collection development.
- Changing metrics: thinking about how to demonstrate value and impact outcomes
- More personalized instruction

The group then discussed how WiLS might help:

- Providing templates for different library types for data and assessment and helping to develop skill sets in this area

- Acting as an umbrella for OER work
- Sharing success stories of members (sharing expertise and experience)
- Helping with change management
- Developing multi-type collaborations around common bonds (C.A.L.L. conference as a model)
- Knowledge sharing and technical expertise around accessibility

#### *Cooperative purchasing revamp progress/discussion*

The cooperative purchasing team has been meeting to discuss the results of the survey and S. Morrill presented five big themes from these discussions so far:

1. Narrowing the base of work: If we think of cooperative purchasing as a pyramid, the base is the day-to-day work we have to do in order to keep the service up-and-running. It's a big portion of the work, and in order to invest more time in other areas, we need to keep working to narrow that base through better procedures, simplifying things with our vendor partners, automating more things.
2. More work on negotiations: Negotiation is what members want us to spend the most time on, both for licenses and for price. Negotiating for different subscription models was not as high of a priority for survey respondents. We're going to be spending more time in September talking about negotiation for price.
3. Fewer vendor-partners: To spend more time on the base, to develop better relationships, to do a better job providing value to vendor partners, we need to be more thoughtful about the partners we take on and keep. Members seem to want us to focus primarily on new products from existing vendors and new vendors to the library market, so we'll do that. We've already reviewed vendors that haven't been working with us at all, and we'll continue to look at our list of vendors to see how we might narrow.
4. Simplifying awareness: Responses from the survey suggest that awareness is a challenge. We're going to be trying something completely different to make people aware of products. Members had interest in product webinars, so we're going to introduce TACO (acronym??) Tuesdays every other month, which will be one-hour webinars with 15 minutes/ vendor to introduce new products or vendors or highlight existing things. We'll replace how we currently approach cooperative purchasing in the Chronicle with marketing TACO Tuesdays. We'll also be moving toward targeted emails rather than relying on the Chronicle. We heard through the survey that members are interested in comparisons between products, so we'll be doing these types of webinars in other months and tying it also to negotiations.

#### *Officer elections*

T. Saecker moved to elect Steve Platteter to WiLS Chair and Nathan Dowd to Chair Elect. P. Billing seconded. Motion passed unanimously.

#### *Wrap up*

The group expressed appreciation for the meeting and the location.