

## WiLS Board Meeting

December 10, 2020 - 10:00 am – 1:00 pm

Via Zoom

### *Board Members, in attendance:*

**Martha Berninger, DPI**  
**Hans Baierl, Moraine Park Technical College**  
**Peg Billing, Lakeland Union High School**  
**Barbara Brattin, Kenosha Public Library/Library System**  
**Jennifer Chamberlain, WiLS (ex-officio)**  
**Joe Davies, Burlington Public Library**

**Nathan Dowd, Edgewood College**  
**Kris McCoy, Mineral Point School District**  
**Steve Platteter, Arrowhead Library System**  
**Kristin Vogel, St Norbert College**  
**Teresa Voss, Verona Area School District**  
**Paul Waelchli, UW-Whitewater**

### *Board Members, absent:*

Tasha Saecker, Appleton Public Library  
Heather Winter, Milwaukee Art Museum

### *WiLS Staff, in attendance:*

Andi Coffin, Laura Damon-Moore, Sara Gold, Kim Kiesewetter, Tom Klement, Lisa Marten, Emily Pfothenauer, Rebecca Rosenstiel

### **Meeting prep: Please review these documents prior to the meeting.**

August 2020 minutes, Director's report (sent via Basecamp), 2021 Strategic Initiatives, 2019 WiLS Annual report  
All other documents included in the agenda will be reviewed during the course of the meeting.

### **Call to order; Changes/additions to the agenda**

P. Waelchli called the meeting to order at 10:04 am. There were no changes or additions to the agenda.

### **Approval of meeting minutes**

*Documents:* August 2020 meeting minutes – P. Billing moved to approve the August 2020 meeting minutes as presented, B. Brattin seconded. No discussion. Motion passed.

### **Reports and updates**

#### **Questions on written reports – Director's report – J. Chamberlain**

J. Chamberlain called for any question on the written report. In addition, Chamberlain added that the board will notice a change on the upcoming November staff report. Thanks to Rebecca on our admin team, we are including a data visualization that we hope will make it easier to read and interpret Cooperative Purchasing statistics. Please let Chamberlain know if you like this new format, and/or if there is anything else that you'd like to see.

J. Chamberlain also shared responses from her latest @WiLS article on anticipating good things in 2021.

#### **Discussion:**

B. Brattin asked why the director's report is not included in the meeting folder with the other materials. J. Chamberlain responded that she was advised to keep it separate, as it is a document to be shared between the director and the board. T. Voss asked to clarify the purpose of the meeting folder and the purpose of the meeting. P. Waelchli added that the director's report may include sensitive information that may not yet be appropriate to share with WiLS staff.

B. Brattin agreed that it is best to keep the director's report with the director's packet. No changes to this process were made, with an opening to reassess at a later date if desired.

### **Treasurer's report/Finance Report – T. Klement and P. Billing**

- Budget with Actuals – T. Klement shared the September 2020 budget to date with actuals. Questions?
- Balance sheet – T. Klement shared the September balance sheet. Questions?
- **Finance committee update & recommendations – J. Davies**  
J. Davies shared a brief report from the November 19, 2020 finance committee meeting.

Discussion:

T. Klement added that the audit review is currently in process. Since this is an even-numbered year, it is a review year for the audit. So far it is going smoothly, and the audit report should be ready for the January meeting as expected.

P. Waelchli asked if the move to investments' returns are factored in to future years. T. Klement clarified that it was not budgeted for this year, and anything gained beyond the established budget will be surplus for next year.

P. Waelchli asked for details on the \$300,000 increase in coop income over the last fiscal year- do we know if this is due to increased sales, or timing, or something else? J. Chamberlain responded that this question should be covered by the new coop data visualization in the monthly project report.

### **Academic Business Model update (discussion & action) – J. Chamberlain, A. Coffin**

J. Chamberlain introduced the background of developing this new model: In December 2019, the Board approved pursuing a new business model for academic cooperative purchasing. This year WiLS staff has been investigating various models to determine the best way to allocate service fees in alignment with our organizational values.

A. Coffin presented the cooperative purchasing team's recommended model for the 2021-2022 academic fee structure.

Discussion:

A special thank you to L. Marten for all of her help in gathering the data used to determine the best model that supports both WiLS and our members.

P. Waelchli asked for more details regarding the 30% reduction in revenue. A. Coffin clarified that the reduction is only for coop subscriptions. J. Chamberlain added that this 30% translates to about \$46,000 reduction in fees.

It was further pointed out and discussed that these invoices need to be clear about what is being charged (the subscriptions, and the WiLS fees), and the language must take in to account different institutions' expense coding. For example, school budgets cannot cover memberships, so having the word "membership" on an invoice could create issues, or the term "service fee" would get different scrutiny than the term "subscription fee" at different institutions.

### **EDI update (discussion & action) – K. Kiesewetter, L. Damon-Moore**

K. Kiesewetter introduced the Equity, Diversity, and Inclusion workgroup. The EDI workgroup has been meeting regularly to discuss internal and external activities WiLS can take in support of EDI awareness and action within our own organization and the greater WiLS member community.

L. Damon-Moore updated the board on the EDI workgroup activities and presented a proposed member-facing program.

Discussion:

The board supports this program. It was suggested that an advisory committee be created to help vet organizations to highlight, and to help make sure the organizations chosen are being run by members the group is there to support.

Another suggestion on how WiLS could support state-wide libraries is to look in to group-purchases for EDI content. B. Brattin suggested the example of coordinating public libraries having access to [GARE](#). (A PDF with additional information on GARE can be found [here](#).)

Break (5 min)

**Presentation: Service spotlight: WSDLC – S. Gold**

S. Gold shared statistics on the robust growth in the Wisconsin Schools Digital Library Consortium.

Discussion:

T. Voss said that Verona Area School District joined WSDLC this year, and while set up has been bumpy, the partnership has been amazing.

M. Berninger gave a shout out to Sara and Sarah—WSDLC is such an amazing resource, and the timing made it even more invaluable.

**Presentation, discussion, and action: 2021 WiLS Strategic Initiatives – J. Chamberlain**

J. Chamberlain shared where WiLS staff want to focus this coming year. Of primary importance is the initiative related to improving the member experience. J. Chamberlain is seeking budgetary support from the board to invest in building a new MyWiLS portal and a refresh of our website and logo to enhance member communication and better communicate the WiLS brand.

B. Brattin moved to approve the 2021 Strategic Initiatives, S. Platteter seconded. There was no discussion. Motion Passed.

**Discussion: 2020 Annual report – J. Chamberlain**

J. Chamberlain introduced the background: In 2019, WiLS created a more streamlined annual report format. We saw over triple the readership in 2019 over 2018.

J. Chamberlain shared the draft of last year's annual report created by the communications team, then asked for feedback from board on anything they would like to see changed or modified for the 2020 report.

Discussion:

P. Waelchli wondered if there would be any benefit or value to adding an audio or video component to the annual report. K. Vogel agreed that bringing voice to WiLS is appealing. B. Brattin suggested adding images of staff as well. J. Chamberlain added that she and A. Coffin were thinking of something similar as well, possibly utilizing Prezi, so it's good to know that members would find this useful.

**Adjournment**

Motion to adjourn was made by T. Voss and seconded by P. Billing. Motion approved unanimously. Meeting was adjourned at 12:25 pm.