




WILS 2021

ANNUAL REPORT

Bring people together, watch magic happen





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- Consulting

- Collaboration Support

- Digital Projects

- Giving Back

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Connect With Us

Who We Are: Our Mission

We believe libraries, cultural institutions, and their partners make the world a better place.

We build relationships and provide services so they can do more with their time and money.

We help our members turn ideas into action.



Concrete bridge, Washington Park, Milwaukee Public Library

Who We Are: Our Values

WE WORK IN THE BEST INTEREST OF OUR MEMBERS.

We take their missions very seriously, we respect and value their time and money, and we do our best to deliver services that are effective, efficient, and affordable.

WE ARE OPTIMISTIC ABOUT THE FUTURE OF OUR MEMBERS.

Our members have always overcome challenges and we believe that they will continue to do so in the future. We approach our work, despite challenges, with the positive spirit of possibility.

WE STRIVE TO DO THE BEST WE CAN.

We are honest with ourselves and others. We are reflective about what we do and who we are as an organization, we recognize when we can do better, and we do our best to improve.

WE PROMOTE NEW IDEAS & EXPERIMENTATION.

We encourage our members to try new things, we promote the outcomes of members' experimental endeavors, and we demonstrate this value through our own internal practices.

WE BELIEVE THAT WE'RE ALL IN THIS TOGETHER.

Our community is an ecosystem that thrives when we recognize our value to one another. We work to connect members and provide opportunities for collaboration in order to grow and strengthen all parts of our ecosystem.

WE ARE COMMITTED TO EQUITY, DIVERSITY, & INCLUSION.

We believe our community is stronger when people with a wide array of experiences and perspectives come together. We strive to create thoughtful and respectful environments where those interactions can take place.

WE STAND UP FOR OUR MEMBERS & THEIR VALUES.

We are champions for the founding principles of librarianship and for the well-being of our members.



WELCOME FROM WILS EXECUTIVE DIRECTOR, JENNIFER CHAMBERLAIN



Sometimes the most profound discoveries are found in the simple moments and 2021 really taught us at WiLS an obvious, but powerful lesson. **People working in groups, sharing ideas and asking questions, do great things.** Yes, it's about sharing the workload, but the impact really stems from crowdsourcing the expertise. A simple lesson for sure, but one that we just can't stop thinking about.

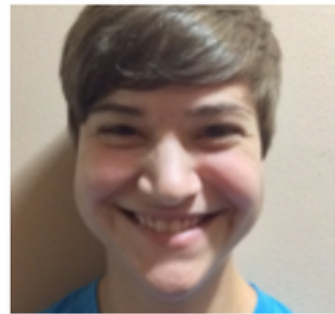
In this year's report and member meeting, we want to shine a light on these innovative communities of practice. Whether it be the City Library Collective harnessing the brainpower of our mid-size city libraries, or the Digital Readiness Community of

Practice supporting emerging digitization projects, communities of practice are getting things done! Certainly this is not just happening in places where WiLS might be setting the table. In library systems, in university committees, and among K12 school staff, librarians are doing what they do best: sharing resources and learning from each other. We applaud these collaborations, and if we can play a supporting role, we're in. We are already busy at work connecting with many of you to help build even bolder collaborations.

Thanks for taking time to check in on what we've been up to this past year. We hope you'll join us in our upcoming celebrations over the course of 2022 as we celebrate 50 years of WiLS!

Who We Are: Our Staff

Thank you to these staff members who worked hard in 2021 to make all this happen. We will miss Sarah Birkholz and Vicki Tobias, who moved on to new adventures, and we welcomed Nick Smith to our family.



Sarah Birkholz



Jeff Brunner



Jennifer Chamberlain



Melody Clark



Andi Coffin



Laura Damon-Moore



Sara Gold



Erin F.H. Hughes



Kim Kiesewetter



Tom Klement



Lisa Marten



Melissa McLimans



Emily Pfothhauer



Rebecca Rosenstiel



Nick Smith



Vicki Tobias



Kristen Whitson

643

MEMBER LIBRARIES AND CULTURAL
ORGANIZATIONS

445

ORGANIZATIONS PARTICIPATING IN
COOPERATIVE PURCHASING



Grandstand crowd, Manitowoc Public Library

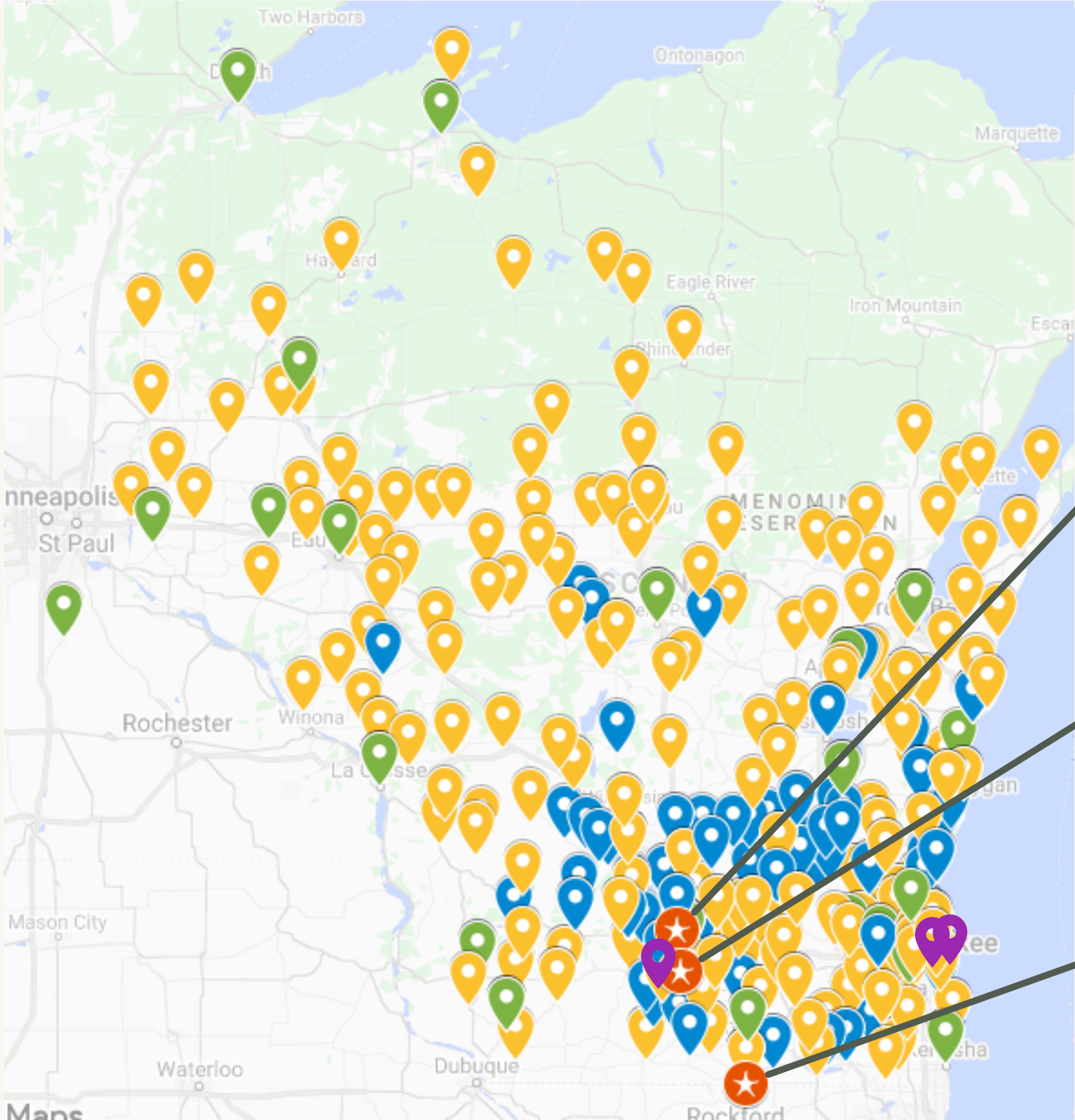


What We Do

Cooperative Purchasing

Checkout aisles in the campus bookstore, UW-Milwaukee

New Cooperative Purchasing Participants



**Madison Country Day School
(Waunakee)**

**Promega Corporation
(Fitchburg)**

**The Lincoln
Academy (Beloit)**

 K12 Library Participants

 Public Library Participants

 Academic Library Participants

 Special Library Participants

Cooperative Purchasing - By the Numbers

258

NEW
SUBSCRIPTIONS

26

NEW
PRODUCTS

2878

2021 SUBSCRIPTIONS
MANAGED

What We've Been Working On

COOPERATIVE PURCHASING

MYWILS UPDATES

We updated the subscription management portal with a snazzier look and feel and added features to allow users to download information as PDFs and to make updates to their own account invoicing preferences.

BILL PAYMENT SERVICE

MyWiLS subscribers can send almost any bill to WiLS and we will pay it on your behalf for free, making it one fewer vendor or invoice for you to set up in your system and manage.

TACO TUESDAYS

Providing MyWiLS subscribers bite-sized vendor demos when it's convenient for you! Our 2021 Taco Tuesdays, available live and in recordings, featured 23 vendors and products.



SERVICE FEE CHANGES FOR ACADEMIC LIBRARIES

With input from our Board, the Cooperative Purchasing Advisory Committee, and other users of the service, we no longer base our service fees for academic libraries on what vendors charge for their products. This change benefits both members and the consortium and aligns our business model with our values, which is to place our members at the center of all our business decisions.

NEW BUSINESS DEVELOPMENT

In 2021 we introduced a new cooperative purchasing business development plan to proactively seek out new vendors, new types of resources, and new purchasing opportunities at state and system levels. The outcomes of the program enhance the benefits of MyWiLS membership by offering increased product diversity and by further streamlining members' product selection and purchases.



What We Do

Consulting Services



Women shake hands in front of target, ca. 1946, Ripon College Archives

Consulting Services - By the Numbers



27+4

Our consulting team worked with 27 public libraries and 4 public library systems

6300
—
12

We created and deployed 12 community surveys, reaching 6300 respondents

6

We completed 6 statewide research, data, and writing projects



LOCALLY

Providing custom strategic planning and survey know-how for individual libraries



REGIONALLY

Working with library systems to provide data expertise and process development and facilitation



STATEWIDE

Bringing libraries together to solve problems, evaluating programs, and providing research and training



NATIONALLY

Leading an engagement hub for ALA Libraries Transforming Communities

Consulting Where You Need Us



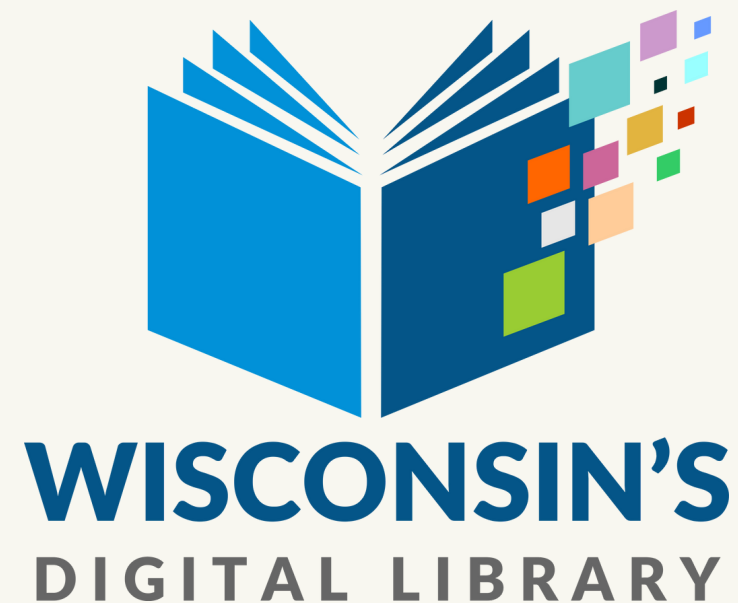
What We Do

Collaboration Support

Barn raising at Ed C. Govier Farm, Lancaster, 1914, Grant County Historical Society

Wisconsin Public Library Consortium

In 2021, WPLC patrons checked out
over 7.2 million items
from Wisconsin's Digital Library.



ACCESSIBILITY IMPROVEMENTS

The WPLC has been instrumental in helping to improve the Libby app's accessibility for visually impaired patrons. Additional improvements are under development to be released soon.

COLLECTION

The WPLC is currently engaging in a diversity audit to analyze, evaluate, and identify gaps within the collection. This will be used to establish baseline metrics to help grow and maintain a collection that reflects the diversity of our members.

NEW RESOURCES

New resources were curated to help support consortium and Advantage account selectors.

214 DISTRICTS AND 286,741 STUDENTS

The WSDLC collection of more than 13,000 titles serves 30% of school-aged children in Wisconsin.

USE CONTINUES TO RISE

In 2021, there were more than 1,000,000 checkouts from the WSDLC collection, an 62% increase over 2020.

ADDING NEW COLLECTIONS

The WSDLC added 60 magazines and a Lucky Day collection of 116 first-come, first-serve titles in 2021.

RESPONDING TO CHALLENGES

Participating districts encountered an increase in collection challenges this year. WiLS continues to provide direct support and is working with OverDrive to develop more options for districts to have control over local collections.

Wisconsin Schools Digital Library Consortium





CITY LIBRARY COLLECTIVE

WiLS is supporting 11 libraries, serving mid-sized communities of 30,000 to 100,000, to work together to address common issues and use collective knowledge and experience to improve their organizations and services to their communities.

WISPALS

WiLS is in its seventh year of providing consortium management services to 11 technical college libraries: ILS administration, governance support, meeting facilitation, research, fiscal agency, and communications coordination.

<https://wispals.org>



recollection



W I S C O N S I N



COLLECTION

We added over 17,000 new resources and 26 new collections, created 3 online exhibits, and saw usage of the collection increase 13% over 2020.



COMMUNITY

We brought 14 new organizations into our community of over 240 content partners sharing their local historical resources with the world.



EXPERTISE

We worked with dozens of organizations this year to help them plan, upload, share, and preserve their historical collections.



What We Do
Digital Projects

Student on computer, 1980-1989, UW-Platteville



CURATING INDIGENOUS DIGITAL COLLECTIONS & MUKURTU

Thanks to a grant from the National Endowment for the Humanities, the Curating Indigenous Digital Collections project has been working in partnership with the Ho-Chunk Nation Department of Heritage Preservation to advance the creation and preservation of their collections which support knowledge preservation and language revitalization.

This project work utilizes Mukurtu, a digital archiving platform designed to meet the unique needs of Indigenous communities to manage, share, and access digital materials in culturally relevant and ethically-minded ways.

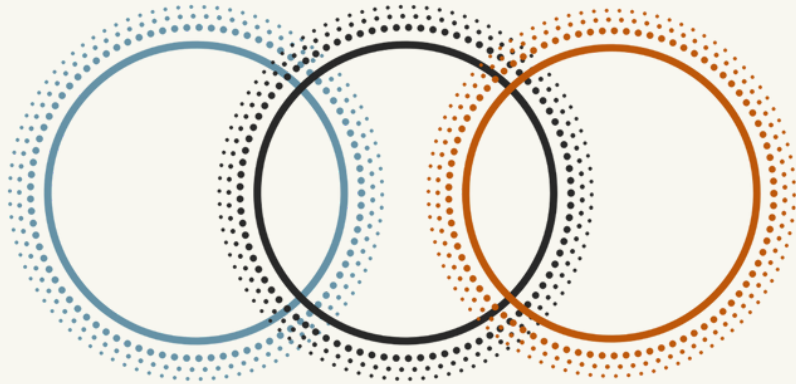
DIGITAL READINESS COMMUNITY OF PRACTICE

The Digital Readiness Community of Practice, funded by the National Historical Records and Publications Commission, supports digital readiness - the knowledge, resources, and infrastructure to provide online access to archives and historical records - in small and under-resourced local historical organizations across Wisconsin.

Four Digital Readiness Fairs, reaching 269 people from 121 different organizations, were held this summer to cultivate knowledge and networks. Resources to support this ongoing work, including a guide to Digital Readiness Levels and a glossary of terms, were created in partnership with the community.



DIGITAL READINESS



COMMUNITY OF PRACTICE



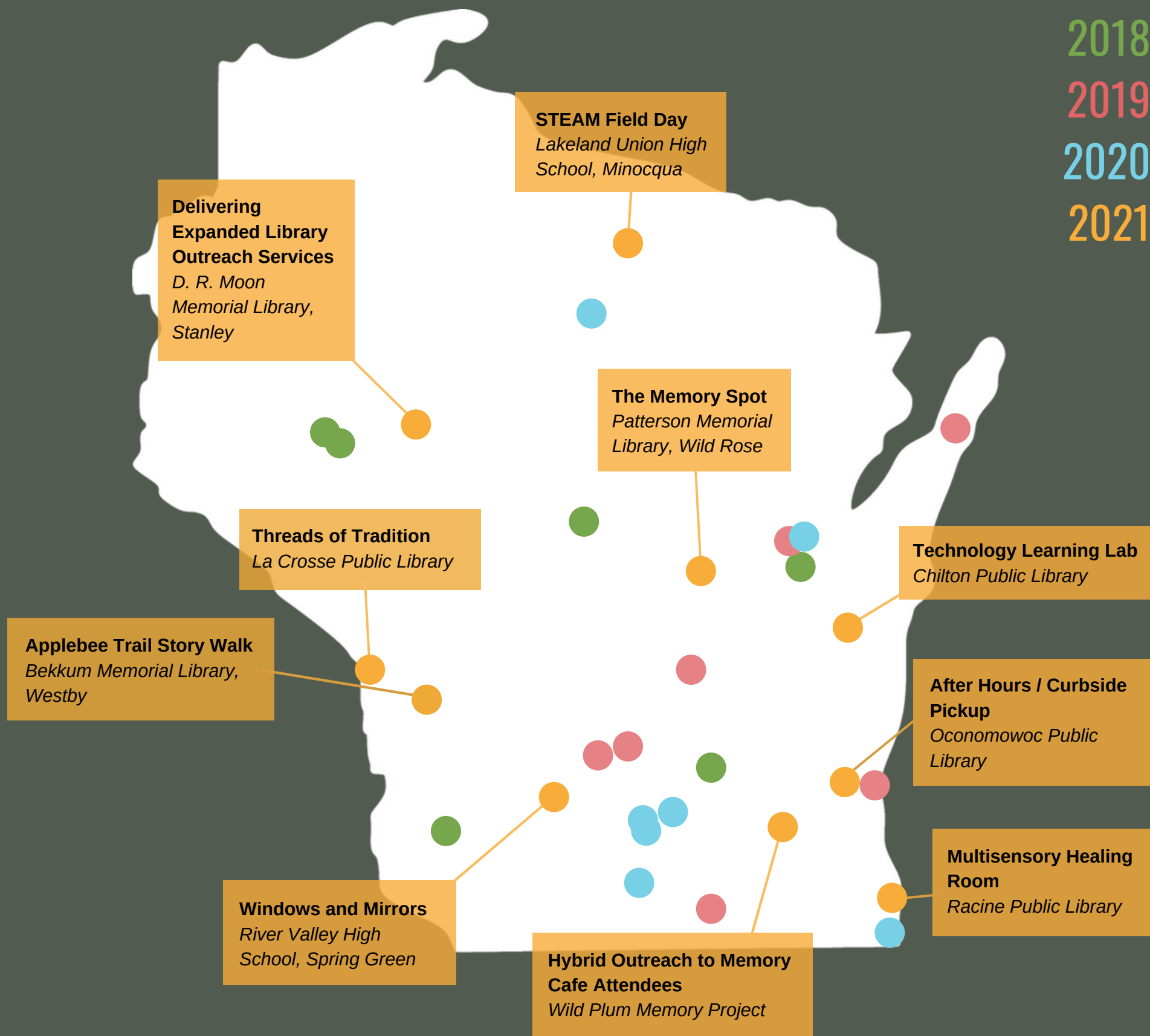


What We Do

Giving Back

"The original smoke eaters," Kenosha Volunteer Fire Department, 1935, Kenosha Public Library

2018
2019
2020
2021



IDEAS TO ACTION 2021

\$35,314

awarded to **10** innovative, collaborative projects



<https://www.wils.org/ideas-to-action/>

WILSW^oorldshorts

FEBRUARY 2021

Communication During a Crisis

with Lisa R. Carter, Vice Provost for Libraries and University Librarian at UW-Madison, and Natasha Veaser, Director of Communications – Libraries at UW-Madison.

JUNE 2021

The Wisconsin Latinx History Collective

with Dr. Andrea-Teresa "Tess" Arenas, Founder, Wisconsin Latinx History Collective; Emerita Faculty Affiliate, Chicana Latinx Studies, UW Madison.

JULY 2021

Unpacking New Diversity Titles

with Sue Maniloff, Vice President of Business Development at Omnigraphics,

SEPT 2021

Using Slack for Your Team's Communications

with Laura Damon-Moore Library Strategist and Consultant, WiLS

OCTOBER 2021

Assessment & Evaluation for Strategic Decision-Making

with Kim Kiesewetter Data Analyst and Consultant, WiLS

Pro Bono Work

WiLS staff members are encouraged to spend up to 2% of their time on projects and services that benefit the member community but do not recover costs. In addition to presentations and committee work, in 2021, staff devoted more than 160 hours to these pro bono projects:

FINE FREE LIBRARY SURVEY

A data dashboard about fine-free public libraries with self-reported data from over 90% of the state's public libraries.

<https://www.wils.org/fine-free-snapshot/>

SOCIAL JUSTICE SPOTLIGHT

Uses WiLS' platform to amplify community-based organizations and projects in and around Wisconsin that do bold, on-the-ground work in racial equity and social justice.

<https://wils.org/sjs>

NATIONAL HISTORY DAY

Served as judges for National History Day in Wisconsin, a program that engages junior high and high school students in historical research.

DIGITAL MATERIALS FOR DANE COUNTY JAIL

Facilitated meetings between the Madison Public Library and Dane County Jail to explore the addition of ebooks and digital audiobooks for people who are incarcerated.





What We Do Beyond Wisconsin

Map of the world drawn by Hendrik Willem Van Loon, 1932, UW-Milwaukee

IMLS Community Memory Cohort Mentors



WiLS partnered with IMLS to mentor two cohorts - a total of 17 small, rural, and tribal libraries around the country - that had been awarded grants for community memory projects. Each cohort mentorship lasted two years, the first ending in 2021 (blue) and the second in 2022 (yellow).

Horticulture Library Consortium



WiLS helped establish the Horticulture Library Consortium in 2014 by managing the research and purchase of a shared ebook collection. We continue to provide the consortium, now with eight members across the US, management and cooperative purchasing services.

ALA Libraries Transforming Communities Hub

COMMUNITY ENGAGEMENT

WiLS facilitates a regional hub to offer support for grantees in ALA's Libraries Transforming Communities program. The hub has about 50 participating libraries from Minnesota, Iowa, Wisconsin, Illinois, and Indiana, and explores relevant topics and navigates shared challenges together.



Looking Ahead



STRATEGIC PLANNING

Harnessing the experience and expertise of our consulting team, we are investing time this coming year to develop a longer-range plan for improvement and growth through input from our Board, staff, partners, and members.

BRINGING PEOPLE TOGETHER

We are working on ways to build on the collaborative work we see in the library and cultural organization community as well as keeping our eyes open for other, new ways to bring people together to get things done.

2022 IS OUR 50TH ANNIVERSARY!

WiLS was born in 1972 and that means we turn 50 this year! Stay tuned to learn about how we can celebrate the past and envision the future together.

Connect with Us



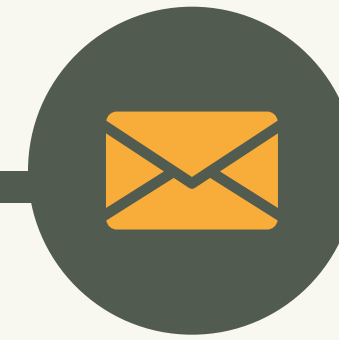
WEB

<https://www.wils.org/>



FACEBOOK

<https://www.facebook.com/wils.org>



EMAIL

information@wils.org

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