

ARROWHEAD LIBRARY SYSTEM
Board Meeting
Milton Public Library
430 E High St.
Milton, WI
Wednesday August 14, 2019
6:00 pm

Please call the ALS office if you are unable to attend (868-2872)

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes
4. Approval of Expenditures
5. Citizen Participation, Communication and Announcements
6. Unfinished Business
 - a. Shared System – SHARE Update
 - b. 2019/20 Budget
 - c. Public Library System Redesign Project
 - d. Librarians' Report – Sarah Strunz
7. New Business
 - a. 2020 ALS Budget request
 - b. Approval of the 2020 Resource Contract with Hedberg PL
 - c. Arrowhead Library System Promotion & Communication Plan
8. Communications
9. Adjourn

The undersigned, as the designee of the presiding officer of the above governmental body, certify that I emailed a copy of this document to the Rock County Courthouse, Administration office for posting on the Rock County website@ www.co.rock.wi.us on 8/8/2019.

Anita Schultz – Arrowhead Library System

ARROWHEAD LIBRARY SYSTEM BOARD MEETING

Eager Free Public Library

July 10th, 2019

ALS Board President Rich Bostwick called the meeting to order at 6:00 p.m. Present were Bill Wilson, Wes Davis, Maribeth Miller, Adam Dinnes, Jose Carrillo, Sarah Strunz and Steven Platteter.

The Agenda was moved approved by Bill Wilson. Adam Dinnes seconded, and the motion carried unanimously.

The June 2019 minutes were moved approved by Wes Davis. Rich Bostwick seconded, and the motion carried unanimously.

Expenditures were approved on a motion by Wes Davis with Bill Wilson seconding. The motion carried unanimously.

Citizen participation, communication or announcements: Wes Davis mentioned that the Arrowhead Library System got some press in the Rock County agriculture publication *Grassroots*.

Unfinished Business

a. Shared System –SHARE Update:

b. 2019/20 Budget: Platteter talked about 2020 state aid will be at the 2019 level and that the audit issue with DPI has been worked out in regard to the 2019 audit reported in 2020.

c. Public Library System Redesign Project:

d. Librarians' Report:

New Business

a. 2020 staff wages: Bill Wilson moved to approve a 2% staff wage increase for 2020 as recommended by the ALS Budget Committee. Wes Davis seconded, and the motion carried unanimously.

b. WiLS strategic planning proposal - Action: Bill Wilson moved to approve the strategic planning proposal from WiLS. Wes Davis seconded and the motion carried unanimously.

c. Approval of the 2020 Arrowhead Library System Charter: Adam Dinnes moved to approve the 2020 ALS Charter. Bill Wilson seconded and the motion carried unanimously.

d. Change October meeting date: The meeting will be held on October 16.

Communications:

Jose Carrillo moved to adjourn. Wes Davis seconded, and the motion carried unanimously. The meeting ended at 6:26 p.m.

Respectfully submitted,
Steven Platteter, Acting Secretary

NOT OFFICIAL UNTIL APPROVED BY COMMITTEE

| Account Number | Account Name | Inv Date | Vendor Name | Inv/Enc Amt | |
|-------------------------------|------------------|------------|-------------|---------------|-----------------|
| 00-0000-0021-17000 | PREPAID BUDGET I | 07/24/2019 | WISNET | 750.00 | |
| | Budget | YTD Exp | YTD Enc | Pending | Closing Balance |
| | 0.00 | 750.00 | 0.00 | 750.00 | (1,500.00) |
| STL-LIBRARY PROG TOTAL | | | | 750.00 | |

I have examined the preceding bills and encumbrances in the total amount of **\$750.00**

Claims covering the items are proper and have been previously funded. These items are to be treated as follows:

- A. Bills and encumbrances over \$10,000 referred to the Finance Committee and County Board.
- B. Bills under \$10,000 to be paid.
- C. Encumbrances under \$10,000 to be paid upon acceptance by the Department Head.

Date: _____ Dept Head _____

Committee Chair _____

| Account Number | Account Name | Inv Date | Vendor Name | Inv/Enc Amt | | | |
|--------------------|----------------|--------------------|--------------------------------|----------------|------------------------------|------------------------|----------|
| 51-5000-0000-62119 | Other Services | 07/24/2019 | WISCNET | | 750.00 | | |
| | | 08/01/2019 | MOVIE LICENSING USA | | 3,815.00 | | |
| | | 07/02/2019 | KOENE COURIER SERVICE LLC | | 1,665.00 | | |
| | | Budget | YTD Exp | YTD Enc | Pending | Closing Balance | |
| | 183,893.00 | 136,486.54 | 0.00 | 6,230.00 | 41,176.46 | | |
| 51-5000-0000-62410 | R&M-Vehicles | 06/27/2019 | BURTNESS CHEVROLET INC | | 89.50 | | |
| | | Budget | YTD Exp | YTD Enc | Pending | Closing Balance | |
| | | | 10,000.00 | 1,423.97 | 0.00 | 89.50 | 8,486.53 |
| | | 51-5000-0000-63100 | Office&Misc Exp | 06/12/2019 | AMAZON.COM | | 158.30 |
| Budget | YTD Exp | | | YTD Enc | Pending | Closing Balance | |
| | 1,600.00 | | | 584.92 | 0.00 | 158.30 | 756.78 |
| 51-5000-0000-63101 | Postage | | | 07/03/2019 | ARROWHEAD LIBRARY PETTY CASH | | 21.15 |
| | | Budget | YTD Exp | YTD Enc | Pending | Closing Balance | |
| | | | 1,000.00 | 98.85 | 0.00 | 21.15 | 880.00 |
| | | 51-5000-0000-63104 | Print/Duplicate | 06/24/2019 | DIMAX OFFICE SOLUTIONS INC | | 452.75 |
| Budget | YTD Exp | | | YTD Enc | Pending | Closing Balance | |
| | 5,000.00 | | | 1,733.71 | 0.00 | 452.75 | 2,813.54 |
| 51-5000-0000-63108 | Public Inf | | | 07/26/2019 | ARROWHEAD LIBRARY PETTY CASH | | 7.00 |
| | | 07/16/2019 | CDW GOVERNMENT INC | | 911.30 | | |
| | | 07/24/2019 | AKRE ENTERPRISES SENIOR REVIEW | | 205.00 | | |
| | | Budget | YTD Exp | YTD Enc | Pending | Closing Balance | |
| | | | 5,000.00 | 1,229.49 | 0.00 | 1,123.30 | 2,647.21 |
| 51-5000-0000-64201 | Convention Exp | 07/01/2019 | PLATTETER,STEVE | | 85.00 | | |
| | | Budget | YTD Exp | YTD Enc | Pending | Closing Balance | |
| | | | 4,000.00 | 874.56 | 0.00 | 85.00 | 3,040.44 |
| | | 51-5000-0000-64904 | Sundry Expense | 07/10/2019 | ARROWHEAD LIBRARY PETTY CASH | | 31.99 |
| Budget | YTD Exp | | | YTD Enc | Pending | Closing Balance | |
| | 1,000.00 | | | 76.96 | 0.00 | 31.99 | 891.05 |
| 51-5000-0000-65321 | Building Lease | | | 09/01/2019 | CITY OF MILTON | | 1,166.67 |

| Account Number | Account Name | Inv Date | Vendor Name | Inv/Enc Amt | |
|-------------------------------------|--------------|-----------|-------------|-----------------|-----------------|
| | Budget | YTD Exp | YTD Enc | Pending | Closing Balance |
| | 14,000.00 | 11,345.36 | 0.00 | 1,166.67 | 1,487.97 |
| ARROWHEAD LIBRARY PROG TOTAL | | | | 9,358.66 | |

I have examined the preceding bills and encumbrances in the total amount of **\$9,358.66**

Claims covering the items are proper and have been previously funded. These items are to be treated as follows:

- A. Bills and encumbrances over \$10,000 referred to the Finance Committee and County Board.
- B. Bills under \$10,000 to be paid.
- C. Encumbrances under \$10,000 to be paid upon acceptance by the Department Head.

Date: _____ Dept Head _____

Committee Chair _____

| <u>Account Number</u> | <u>Account Name</u> | <u>Inv Date</u> | <u>Vendor Name</u> | <u>Inv/Enc Amt</u> |
|-----------------------|---------------------|-----------------|--------------------|--------------------|
|-----------------------|---------------------|-----------------|--------------------|--------------------|

REPORT COMPLETE!

For Job Numbers: 1929133

Rock County - Production Budget to Actual Figures

Fiscal Year: 2019

As of: 08/05/2019

Budget: RV

Org Key Title
515000000 Arrowhead Library System

| Object | Description | Budget | Actual | Encumbrance | Balance |
|---|--------------------------------|-----------------------|---------------------|-------------|----------------------|
| REVENUE | | | | | |
| 42200 | State Aid | 467,820.00 | 467,820.00 | 0.00 | 0.00 |
| 44120 | Miscellaneous Fees | 6,103.00 | 6,103.25 | 0.00 | 0.25 |
| 45504 | Intergov-Other Libraries | 240,765.00 | 240,765.00 | 0.00 | 0.00 |
| 46000 | Contributions | 2,000.00 | 2,000.00 | 0.00 | 0.00 |
| 46400 | Fund Balance | 20,000.00 | 0.00 | 0.00 | (20,000.00) |
| Total Revenue | | 736,688.00 | 716,688.25 | 0.00 | (\$19,999.75) |
| EXPENSE | | | | | |
| 61100 | Regular Wages | 184,972.00 | 88,619.60 | 0.00 | 96,352.40 |
| 61300 | Per Diems | 1,500.00 | 1,049.61 | 0.00 | 450.39 |
| 61400 | FICA | 14,149.00 | 6,839.60 | 0.00 | 7,309.40 |
| 61510 | Retirement - Employer Share | 12,116.00 | 5,228.59 | 0.00 | 6,887.41 |
| 61610 | Health Insurance | 41,000.00 | 23,301.62 | 0.00 | 17,698.38 |
| 61620 | Dental Insurance | 1,513.00 | 907.80 | 0.00 | 605.20 |
| 61630 | Life Insurance | 180.00 | 74.02 | 0.00 | 105.98 |
| 62119 | Other Contracted Services | 183,893.00 | 143,468.07 | 0.00 | 40,424.93 |
| 62130 | Audit Fees | 1,200.00 | 1,500.00 | 0.00 | (300.00) |
| 62210 | Telephone | 2,000.00 | 786.02 | 0.00 | 1,213.98 |
| 62410 | Repair & Maintenance-Vehicles | 10,000.00 | 1,513.47 | 0.00 | 8,486.53 |
| 62420 | Machinery/Equip R & M | 100.00 | 0.00 | 0.00 | 100.00 |
| 63100 | Office Supplies & Misc Expense | 1,500.00 | 743.22 | 0.00 | 756.78 |
| 63101 | Postage | 1,000.00 | 120.00 | 0.00 | 880.00 |
| 63104 | Printing & Duplicating | 5,000.00 | 2,186.46 | 0.00 | 2,813.54 |
| 63108 | Public Information | 5,000.00 | 2,352.79 | 0.00 | 2,647.21 |
| 63200 | Publications/Subscriptions/Due | 1,500.00 | 696.99 | 0.00 | 803.01 |
| 63300 | Travel | 3,000.00 | 552.26 | 0.00 | 2,447.74 |
| 64200 | Training Expense | 4,000.00 | 1,702.00 | 0.00 | 2,298.00 |
| 64201 | Convention Expense | 4,000.00 | 959.56 | 0.00 | 3,040.44 |
| 64214 | ILS Costs | 193,265.00 | 193,006.74 | 0.00 | 258.26 |
| 64303 | Extension Materials | 4,000.00 | 0.00 | 0.00 | 4,000.00 |
| 64306 | Resource Libraries | 40,000.00 | 40,000.00 | 0.00 | 0.00 |
| 64307 | Participating Libraries | 1,025,967.00 | 1,025,967.20 | 0.00 | (0.20) |
| 64309 | Intersystem Agreement | 72,691.00 | 72,690.63 | 0.00 | 0.37 |
| 64904 | Sundry Expense | 1,000.00 | 108.95 | 0.00 | 891.05 |
| 64918 | Marketing & Promotion | 300.00 | 0.00 | 0.00 | 300.00 |
| 65101 | Insurance on Buildings | 5,000.00 | 3,328.00 | 0.00 | 1,672.00 |
| 65321 | Building Lease | 14,000.00 | 12,512.03 | 0.00 | 1,487.97 |
| 67199 | Miscellaneous Equipment | 3,000.00 | 574.00 | 0.00 | 2,426.00 |
| Total Expense | | 1,836,846.00 | 1,630,789.23 | 0.00 | 206,056.77 |
| County Share (Revenue - Expense) | | (1,100,158.00) | (914,100.98) | 0.00 | (186,057.02) |
| Grand Total Revenue | | 736,688.00 | 716,688.25 | 0.00 | (19,999.75) |

**Rock County - Production
Budget to Actual Figures**

Fiscal Year: 2019

As of: 08/05/2019

Budget: RV

Org Key Title
515000000 Arrowhead Library System

| Object | Description | Budget | Actual | Encumbrance | Balance |
|--------|---------------------------|----------------|--------------|-------------|--------------|
| | Grand Total Expense | 1,836,846.00 | 1,630,789.23 | 0.00 | 206,056.77 |
| | Grand Totals County Share | (1,100,158.00) | (914,100.98) | 0.00 | (186,057.02) |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| Overarching Considerations | | | | | | | | |
|--|---|--------------|--------------|------------------|----------------|------------|---------------|--|
| Recommendations | Activity | Who? | Funding | Funding Estimate | Statute Issue? | Start Date | End Date | Notes |
| Implementation Summit | Establish communication channels, check process flow, solicit feedback and ideas, identify unanticipated consequences of implementation, identify data to be measured and tracked, etc. | Stakeholders | LSTA | \$15,000 | No | Fall 2019 | Fall 2019 | LSTA 2019 Proposed Process (?) Do we need a website for implementation or does that information live on the PLD page? |
| Share results of Implementation Summit | Disseminate information on the process, timeline, and where to receive updates and provide feedback. | DPI | DPI Internal | | No | Fall 2019 | Fall 2019 | |
| High level of Support | | | | | | | | |
| Recommendations | Activity | Who? | Funding | Funding Estimate | Statute Issue? | Start Date | End Date | Notes |
| Recommendation #7: Implement a Learning Management System for Professional Development | Finalize setup of Library Enterprise Directory | DPI | WISEdata | \$125,000 | No | Ongoing | Fall 2019 | This project will serve as the backbone for an improved director certification process. |
| | Make internal improvements to the library director certification process | DPI | WISEdata | \$100,000 | No | Fall 2019 | December 2019 | Will result in an online Public Library director certification platform |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| | | | | | | | | |
|--|--|---------------------|--------------|---------|----|-------------|-------------|---|
| | Establish Implementation Team to monitor progress and provide feedback on design and functionality as the project develops | DPI | DPI Internal | | No | Fall 2019 | Fall 2019 | Would include some system CE coordinators, public library representatives, DPI staff, iSchool rep? |
| | Investigate and create initial specifications for Learning Management System for Library Professionals | DPI | DPI Internal | | No | Fall 2019 | Spring 2020 | DPI team: Elizabeth Neuman, Tessa Schmidt, Cindy Fesemyer, Sam Kong Portal Elements: LMS, consulting |
| | Develop consulting metrics to better help understand service needs, priorities, and demand | Implementation Team | DPI Internal | | No | Fall 2019 | Summer 2020 | Addressed in CE/Consulting Workgroup report |
| | Investigate and create initial specifications for support Portal | DPI | DPI Internal | | No | Fall 2020 | Spring 2021 | DPI team: Gabrielle Koontz, Sam Kong Portal will initially be focused on professional development, allowing systems to collocate resources for inservice training for library staff and trustees, but could also include consulting for library administration and technical support |
| | Review specifications and available Learning Management System platforms. Issue and judge RFP for additional platform(s)/software if necessary | Implementation Team | DPI Internal | \$5,000 | No | Spring 2020 | Fall 2020 | Tessa Schmidt, Elizabeth Neuman, Cindy Fesemyer, Shannon Schultz, Sam Kong |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| | | | | | | | | |
|---|--|---------------------|--------------|----------|---------------|------------------|---------------|---|
| | Development phase of customizing the Learning Management System platform | DPI or Vendor | WISE | | No | January 2021 | Summer 2021 | Establish pilot process. Either roll out elements of the platform slowly, or use 1 or 2 systems as pilot projects |
| | Train system staff and library staff on the use of the LMS | DPI or Vendor | WISELearn | | No | Spring 2021 | Summer 2021 | Administrative rule or statute if statewide adoption of resulting product is an issue |
| | Determine how Consulting, support triage can be incorporated | Implementation Team | DPI Internal | | No | Summer 2021 | Winter 2021 | DPI team: Shannon Schultz, Cindy Fesemyer, Tessa Schmidt |
| Recommendation #4: Analyze the Current Funding Formula | Draft issue paper on the topic of funding formula | DPI | DPI Internal | | Yes 4/3/24 | Fall 2019 | Winter 2019 | DPI Lead: John DeBacher EDDL may have started activity - engage with this? |
| | Conduct formal analysis of funding formula effectiveness and implications of change to formula | External Consultant | ESTA | \$50,000 | Yes 4/3/24 | Summer/Fall 2019 | February 2020 | ESTA 2019 Proposed Project |
| | Identify funding summit participants, plan, and schedule summit | COLAND & DPI | DPI Internal | | Yes 4/3/24 | November 2019 | January 2020 | |
| | Share findings of funding formula analysis and gather feedback from key constituent entities | DPI | DPI Internal | | Yes 4/3/24 | February 2020 | March 2020 | Key constituent entities: public library system directors; DPI leadership; WEA; COLAND |
| | Hold summit to create formal recommendation(s) | Stakeholders | ESTA | \$10,000 | Yes 4/3/24 | Spring 2020 | Spring 2020 | |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| Supported, but might require more work to move forward | | | | | | | | |
|---|--|--------------------------------------|--------------|------------------|---|----------------|----------------|--|
| Recommendations | Activity | Who? | Funding | Funding Estimate | Statute Issue? | Start Date | End Date | Notes |
| Recommendation #1: Develop Standards, Best Practices and Accountability Structures for Public Library Systems | Establish Implementation Team to consider statutory system standards | DPI | DPI Internal | | No | Fall 2019 | Fall 2019 | |
| | Establish Implementation Team to consider system best practices | DPI | DPI Internal | | No | Fall 2019 | Fall 2019 | |
| | Create recommendations for statutory system standards | Implementation Team (Standards) | LSTA | \$5,000 | Yes (admin rule) <u>43.09(2)</u> <u>43.15</u> | Fall 2019 | Fall 2020 | Shannon Schultz Review SRLAAW report "Creating More Effective Library Systems" and analyze current system services based on Appendix A: Wisconsin Public Library System Standards |
| | Define system best practices and how to share those best practices | Implementation Team (Best Practices) | LSTA | \$2,500 | No | Spring 2020 | Fall 2020 | Shannon Schultz, Michael Dennison |
| | Conduct System Fiscal Practices study | External Consultant | LSTA | \$75,000 | No | July 2019 | September 2020 | John DeBacher, Michael Dennison LSTA 2019 Proposed Project |
| | Analyze and make recommendations on governance around standards and best practices | Implementation Team (Joint?) | LSTA | \$5,000 | Yes <u>43.09(2)</u> <u>43.15</u> | September 2020 | Spring 2021 | Board of systems idea Could be initiated by consensus-developed volunteer group, nominated by library community, DPI, ? |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| | | | | | | | | |
|--|---|---------------------|--------------|----------------------------------|----------------------|--------------|----------------|---|
| Recommendation #2: Enhance Collaboration by Creating Incentives and Removing Barriers | Monitor Statewide System Backup project and look for additional technology-related collaboration opportunities | DPI | DPI Internal | | No | July 2019 | Ongoing | |
| | Conduct research to assess issues, disincentives, barriers, and potential incentives | External Consultant | LSTA | \$25,000 | Maybe 43.17(6) | July 2019 | September 2020 | Statute-related barriers would be identified here |
| | Establish Implementation Team | DPI | DPI Internal | | No | January 2020 | February 2020 | |
| | Investigate and document current collaboration, develop a guide that outlines resources for future collaborative projects, potential funding options, and available experts for facilitators. Generate a plan to effect statutory changes, if needed. | Implementation team | LSTA | \$2,500 | Maybe 43.17(6) | Spring 2020 | Spring 2021 | DPI: Tessa Schmidt Use PLSR workgroup reports as initial framework |
| Recommendation #5: Initiate Delivery Service Pilot Projects | Outside consultant to look at and fact check workgroup report and steering recommendation | External Consultant | LSTA | \$75,000 | Maybe 43.24(6)(a) | July 2019 | September 2020 | LSTA 2019 Proposed Projects |
| | Appoint or hire a project manager charged with performing necessary research, coordinating stakeholder groups, and managing implementation issues | DPI | LSTA | cost of Project Manager is hired | | | | |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| | relating to this recommendation | | | | | | | |
|--|--|-------------------------|--------------|------------------|-----------------------|----------------|----------------------------------|---|
| | Convene workgroup to help issue RFP, define outcomes and output collection and work through implementation | Project Manager | LSFA | \$5,000 | Maybe 4/3/24/21/19 | September 2020 | December 2020 | |
| | Institute Delivery Pilot Projects based on defined outcomes of the delivery workgroup and outside consultant | DPI for Project Manager | LSFA | \$100,000 | Maybe 4/3/24/21/19 | January 2020 | December 2021 | LSFA 2020 |
| | Implement findings and recommendations of the pilot project in other parts of the state | Public Library Systems | LSFA | High cost | Maybe 4/3/24/21/19 | January 2021 | Ongoing until full participation | Using LSFA grants |
| Need more education/research before moving forward | | | | | | | | |
| Recommendations | Activity | Who? | Funding | Funding Estimate | Statute Issue? | Start Date | End Date | Notes |
| Recommendation # 6: Create an Effective, Well-Managed, State-Scale Discovery Layer | Write issue paper(s) on Discovery Layers and integrated ILL technologies | DPI | DPI Internal | | No | Fall 2019 | Spring 2020 | Gail Murray, Ben Miller, Elizabeth Neuman |
| | Conduct environmental scan on Discovery Layer instances in Wisconsin, including cost and funding sources | DPI | DPI Internal | | No | Fall 2019 | Spring 2020 | Gail Murray, Ben Miller, Elizabeth Neuman |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| | | | | | | | | |
|--|---|-----------------|--------------|---------|----|------------------|-------------|--|
| | Write issue paper(s) around Discovery Layers and E-resources, including topic of centralized authentication | DPI | DPI Internal | | No | Fall 2019 | Spring 2020 | Elizabeth Neuman. This is referenced in the Collections Workgroup report. |
| | Establish a statewide cataloging and policy workgroup to begin identifying standard practices that will lend themselves to greater interoperability. | Workgroup | LSTA/W-ISE | \$5,000 | No | Spring 2020 | Spring 2021 | Referenced in the ILS/ILL/Discovery Workgroup recommendation. Could begin by creating a statewide workflow for returning most library materials anywhere in the state (again, referenced in the ILS/ILL/Discovery Workgroup recommendation) |
| | Create a repository of information around successful ILS mergers. | Workgroup | LSTA/W-ISE | \$2,500 | No | Spring 2020 | Spring 2021 | Referenced in the ILS/ILL/Discovery Workgroup recommendation. |
| | Provide learning opportunities statewide around the topic of Discovery Layers | DPI | LSTA/W-ISE | | No | Spring 2020 | Fall 2021 | Could be sponsored conference sessions, summit(s), asynchronous training resources, webinar series, etc. |
| | Conduct a needs assessment to identify minimum technical requirements necessary to achieve interoperability between different library management software platforms | | | | | | | |
| | Pilot project to show viability between two systems with | Project Manager | LSTA | | No | Summer/Fall 2021 | Spring 2023 | |

IMPLEMENTATION STRATEGY DRAFT - 7/8/19

| Recommendation #3: Reduce the Number of Public Library Systems | | | | | | | | | | | | | | | | | | | | |
|--|---|---------------------|----|---------------------|----|--|--|---------|--|-------|-------------|-------------|---------------|--|--|--|--|--|---|---------------|
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | different ILS. Analyze volume of delivery, e-resource usage, hold time lengths, circulation. | DP | DP | | | | | | | | | | | | | | | | | |
| | Draft issue paper's on system mergers and assess barriers, funding, technology implications that should be considered | DP | DP | | DP | | | | | | Yes | Summer 2019 | December 2019 | | | | | | | John DeBattis |
| | Establish implementation team | DP | DP | | DP | | | | | | No | Winter 2019 | Winter 2019 | | | | | | | |
| Review reports created during the implementation process to determine success | Implementation Team | Implementation Team | | Implementation Team | | | | \$1,000 | | No | July 2019 | Ongoing | | | | | | | Plus Steering Committee and Meeting Planning Teams and Staff, Project Manager, Office Manager, etc. | |
| Review the implementation plan to determine success | Implementation Team | Implementation Team | | Implementation Team | | | | \$1,500 | | Yes | Summer 2019 | Winter 2019 | | | | | | | Working with the steering committee to determine what to implement. | |
| Create user practices checklist, resource documentation, public library system assets/membership lists to consider options for merging member records and/or public library system mergers | Implementation Team | Implementation Team | | Implementation Team | | | | \$5,000 | | Maybe | Fall 2019 | Spring 2020 | | | | | | | | |

2020 ALS Budget with fund balance

| Revenue | | 2017 | 2017 Actual | 2018 Request | 2018 Actual | 2019 Request | 2019 estimate | 2020 Request |
|--|---------------------------------|------------------|------------------|------------------|------------------|----------------|------------------|------------------|
| 42200 | State Aid | 438,605 | 438,605 | 453,212 | 453,212 | 467,820 | 467,820 | 467,820 |
| 44120 | Misc Fees | 6,103 | 6,103 | 6,103 | 6,103 | 6,103 | 6,103 | 6,103 |
| 45504 | Intergovt-Other Ilbraries | 230,649 | 223,360 | 212,764 | 213,564 | 240,765 | 240,765 | 250,654 |
| 46000 | Contributlons | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 |
| 46400 | Funds Forwarded from prior Yr. | 85,000 | | 20,000 | | 20,000 | | 86,050 |
| 46900 | Refund of prior years expense | | | | | | | |
| 47000 | Transfers In | | | | | | | |
| | Total Revenue* | 762,357 | 670,068 | 694,079 | 674,879 | 736,688 | 716,688 | 812,627 |
| | Total Fund Balance | 119,313 | 238,887 | 218,887 | 271,212 | | | |
| Trust Accounts were terminated in 2015, associated funds were moved to the general fund balance. | | | | | | | | |
| Expense | | | | | | | | |
| 61100 | Regular Wages | 197,668 | 176,603 | 174,669 | 176,888 | 184,972 | 180,500 | 182,860 |
| 61300 | Per Diems | 1,500 | 1,316 | 1,500 | 1,665 | 1,500 | 1,800 | 1,800 |
| 61400 | FICA | 17,417 | 13,580 | 13,363 | 13,623 | 14,149 | 12,500 | 13,989 |
| 61510 | Retirement-Employers | 15,482 | 10,613 | 11,703 | 10,600 | 12,116 | 12,116 | 11,977 |
| 61610 | Heath Insurance | 56,868 | 39,012 | 41,000 | 41,000 | 41,000 | 49,000 | 51,048 |
| 61620 | Dental Insurance | 2,160 | 1,556 | 1,513 | 1,556 | 1,513 | 1,556 | 1,556 |
| 61630 | Life Insurance | 135 | 126 | 180 | 109 | 180 | 130 | 180 |
| 62119 | Other contracted services | 99,035 | 85,180 | 150,158 | 117,839 | 183,893 | 164,041 | 258,933 |
| 62130 | Audit Fees | 1,200 | 1,200 | 1,200 | 1,200 | 1,200 | 1,500 | 2,000 |
| 62210 | Telephone | 2,000 | 1,334 | 2,000 | 1,322 | 2,000 | 1,300 | 2,000 |
| 62410 | R&M-Vehicles | 6,500 | 7,466 | 9,000 | 9,645 | 10,000 | 10,000 | 10,000 |
| 62420 | R&M-Machinery&Equip. | 100 | 0 | 100 | 0 | 100 | 0 | 100 |
| 63100 | Office Supplies&Expenses | 1,500 | 1,407 | 1,500 | 975 | 1,500 | 1,000 | 1,500 |
| 63101 | Postage | 1,000 | 402 | 1,000 | 274 | 1,000 | 300 | 1,000 |
| 63104 | Printing & Duplication | 5,000 | 3,859 | 5,000 | 3,678 | 5,000 | 3,500 | 5,000 |
| 63108 | Public Information | 4,000 | 2,466 | 5,000 | 2,065 | 5,000 | 3,000 | 5,000 |
| 63200 | Publications/Subscriptions/Dues | 1,500 | 1,341 | 1,500 | 1,062 | 1,500 | 1,062 | 1,500 |
| 63300 | Travel | 3,600 | 1,689 | 3,000 | 2,089 | 3,000 | 2,100 | 3,000 |
| 64200 | Training Expense | 4,000 | 1,864 | 4,000 | 1,859 | 4,000 | 3,500 | 4,000 |
| 64201 | Convention Expense | 4,000 | 2,116 | 4,000 | 2,327 | 4,000 | 3,000 | 4,000 |
| 64214 | ILS Costs | 218,892 | 173,845 | 194,393 | 191,147 | 193,265 | 193,265 | 185,684 |
| 64303 | Extension Materials | 3,000 | 2,925 | 3,000 | 3,799 | 4,000 | 4,000 | 4,000 |
| 64306 | Resource Library | 85,000 | 85,000 | 40,000 | 40,000 | 40,000 | 40,000 | 40,000 |
| 64307 | Particlpatng Libraries | 953,539 | 953,539 | 1,001,938 | 1,001,938 | 1,025,967 | 1,025,967 | 1,113,408 |
| 64309 | Intersystem Agreement | 76,402 | 76,402 | 65,771 | 65,771 | 72,691 | 72,691 | 73,534 |
| 64904 | Sundry Expense | 1,000 | 852 | 1,000 | 270 | 1,000 | 350 | 1,000 |
| 64918 | Advertising | 300 | 0 | 300 | 0 | 300 | 0 | 300 |
| 65101 | Insurance on Building | 4,500 | 4,441 | 5,000 | 4,964 | 5,000 | 5,000 | 5,000 |
| 65321 | Building/office Lease | 14,000 | 14,000 | 14,000 | 14,000 | 14,000 | 14,000 | 14,000 |
| 67199 | Misc. Equipment | 12,500 | 2,803 | 6,500 | 97 | 3,000 | 600 | 3,000 |
| | Total Expenses | 1,793,798 | 1,666,937 | 1,763,288 | 1,711,763 | 1836846 | 1,807,778 | 2,001,369 |
| | Expenses minus County funds | 762,357 | 635,680 | 694,079 | 642,389 | 736,688 | 707,320 | 812,627 |
| | | | 34,388 | | | | | |

2020 ALS PO3

| 'Account Key | 'Object | 'Description | '2017 Actual | '2018 Actual | '2019 Budget | '06/30/2019 | '2019 Estimate | '2020 Dept Req | '2020 Adm Reccmend | '2020 Cty Brd Apprd |
|--------------|---------|---------------------------------|--------------|--------------|--------------|-------------|----------------|----------------|--------------------|---------------------|
| '5150000000 | '42100 | 'FEDERAL AID | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5150000000 | '42200 | 'STATE AID | 438,605 | 453,212 | 467,820 | 467,820 | 467,820 | 467,820 | 0 | 0 |
| '5150000000 | '44120 | 'MISC. FEES | 6,103 | 6,103 | 6,103 | 6,103 | 6,103 | 6,103 | 0 | 0 |
| '5150000000 | '45504 | 'INTERGOVT.CHGS-OTHER LIBRARIES | 223361 | 213564 | 240765 | 240765 | 240765 | 250654 | 0 | 0 |
| '5150000000 | '45000 | 'CONTRIBUTIONS | 2000 | 2000 | 2000 | 2000 | 2000 | 2000 | 0 | 0 |
| '5150000000 | '46200 | 'SALE OF COUNTY PROPERTY | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5150000000 | '46400 | 'Fund Balance | 0 | 0 | 20000 | 0 | 0 | 86050 | 0 | 0 |
| '5150000000 | '46900 | 'REFUND OF PRIOR YEARS EXPENSE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5150000000 | '47000 | 'TRANSFERS IN | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Revenues | 670,069 | 674,879 | 736,688 | 716,688 | 716,688 | 812,627 | 0 | 0 |
| '5150000000 | '61100 | 'REGULAR WAGES | 176,603 | 176,888 | 184,972 | 81,776 | 180,500 | 182,860 | 0 | 0 |
| '5150000000 | '61120 | 'VACATION PAY | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5150000000 | '61300 | 'PER DIEMS | 1316 | 1665 | 1500 | 903 | 1800 | 1800 | 0 | 0 |
| '5150000000 | '61400 | 'FICA | 13580 | 13623 | 14149 | 6308 | 12500 | 13989 | 0 | 0 |
| '5150000000 | '61510 | 'RETIREMENT-EMPLOYERS | 10613 | 10600 | 12116 | 4833 | 12116 | 11977 | 0 | 0 |
| '5150000000 | '61610 | 'HEALTH INSURANCE | 39012 | 41000 | 41000 | 23302 | 49000 | 51048 | 0 | 0 |
| '5150000000 | '61620 | 'DENTAL INSURANCE | 1556 | 1556 | 1513 | 778 | 1556 | 1556 | 0 | 0 |
| '5150000000 | '61630 | 'LIFE INSURANCE | 126 | 109 | 180 | 54 | 130 | 180 | 0 | 0 |
| '5150000000 | '61710 | 'WORKERS COMPENSATION | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5150000000 | '62119 | 'OTHER CONTRACTED SERVICES | 85180 | 117839 | 183893 | 131053 | 164041 | 258933 | 0 | 0 |
| '5150000000 | '62130 | 'AUDIT FEES | 1200 | 1200 | 1200 | 1500 | 1500 | 2000 | 0 | 0 |
| '5150000000 | '62210 | 'TELEPHONE | 1334 | 1322 | 2000 | 570 | 1300 | 2000 | 0 | 0 |
| '5150000000 | '62410 | 'REPAIR & MAINTENANCE-VEHICLES | 7466 | 9645 | 10000 | 1254 | 10000 | 10000 | 0 | 0 |
| '5150000000 | '62420 | 'MACHINERY & EQUIP R & M | 0 | 0 | 100 | 0 | 0 | 100 | 0 | 0 |
| '5150000000 | '63100 | 'OFFICE SUPPLIES & EXPENSES | 1407 | 975 | 1500 | 435 | 1000 | 1500 | 0 | 0 |
| '5150000000 | '63101 | 'POSTAGE | 402 | 274 | 1000 | 82 | 300 | 1000 | 0 | 0 |
| '5150000000 | '63104 | 'PRINTING & DUPLICATION | 3859 | 3678 | 5000 | 1613 | 3500 | 5000 | 0 | 0 |
| '5150000000 | '63108 | 'PUBLIC INFORMATION | 2466 | 2065 | 5000 | 1048 | 3000 | 5000 | 0 | 0 |
| '5150000000 | '63200 | 'PUBLICATIONS/SUBSCRIPTIONS/DUE | 1341 | 1062 | 1500 | 355 | 1062 | 1500 | 0 | 0 |
| '5150000000 | '63300 | 'TRAVEL | 1689 | 2089 | 3000 | 484 | 2100 | 3000 | 0 | 0 |
| '5150000000 | '64200 | 'TRAINING EXPENSE | 1864 | 1859 | 4000 | 1653 | 3500 | 4000 | 0 | 0 |
| '5150000000 | '64201 | 'CONVENTION EXPENSE | 2116 | 2327 | 4000 | 425 | 3000 | 4000 | 0 | 0 |
| '5150000000 | '64205 | 'STAFF EDUCATION | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5150000000 | '64214 | 'ILS COSTS | 173845 | 191147 | 193265 | 193007 | 193265 | 185684 | 0 | 0 |
| '5150000000 | '64303 | 'EXTENSION MATERIALS | 2925 | 3799 | 4000 | 0 | 4000 | 4000 | 0 | 0 |
| '5150000000 | '64306 | 'RESOURCE LIBRARIES | 85000 | 40000 | 40000 | 40000 | 40000 | 40000 | 0 | 0 |
| '5150000000 | '64307 | 'PARTICIPATING LIBRARIES | 953539 | 1001938 | 1025967 | 1025967 | 1025967 | 1113408 | 0 | 0 |
| '5150000000 | '64309 | 'INTERSYSTEM AGREEMENT | 76402 | 65771 | 72691 | 72691 | 72691 | 73534 | 0 | 0 |
| '5150000000 | '64904 | 'SUNDRY EXPENSE | 852 | 270 | 1000 | 77 | 350 | 1000 | 0 | 0 |
| '5150000000 | '64918 | 'MARKETING/PROMOTION | 0 | 0 | 300 | 0 | 0 | 300 | 0 | 0 |
| '5150000000 | '65101 | 'INSURANCE ON BUILDINGS | 4441 | 4964 | 5000 | 3328 | 5000 | 5000 | 0 | 0 |
| '5150000000 | '65321 | 'BUILDING/OFFICE LEASE | 14000 | 14000 | 14000 | 10179 | 14000 | 14000 | 0 | 0 |
| '5150000000 | '67105 | 'MOTOR VEHICLES | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5150000000 | '67199 | 'MISC EQUIPMENT | 2803 | 97 | 3000 | 574 | 600 | 3000 | 0 | 0 |
| ' | ' | 'Total Expenses | 1666937 | 1711762 | 1836846 | 1604249 | 1,807,778 | 2,001,369 | 0 | 0 |
| ' | ' | 'COUNTY SHARE | -996868 | -1036883 | -1100158 | -887561 | (1,091,090) | (1,188,742) | 0 | 0 |

2020 ALS PO3

| | | | | | | | | | | | |
|-------------|--------|-------------------------------------|---------|----------|----------|---------|----------|----------|---|---|---|
| '5151710000 | '42100 | 'FEDERAL AID | 1518 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Revenues | 1518 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5151710000 | '62119 | 'OTHER CONTRACTED SERVICES | 1518 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Expenses | 1518 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | ' COUNTY SHARE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5151720000 | '42100 | 'FEDERAL AID | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Revenues | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5151720000 | '67199 | 'MISC EQUIPMENT | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Expenses | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | ' COUNTY SHARE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5152752016 | '42100 | 'FEDERAL AID | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Revenues | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5152752016 | '62119 | 'OTHER CONTRACTED SERVICES | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5152752016 | '67199 | 'MISC EQUIPMENT | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Expenses | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | ' COUNTY SHARE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5152752017 | '42100 | 'FEDERAL AID | 9620 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Revenues | 9620 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| '5152752017 | '62119 | 'OTHER CONTRACTED SERVICES | 9620 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total Expenses | 9620 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | ' COUNTY SHARE | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| ' | ' | 'Total for ARROWHEAD LIBRARY SYSTEM | -996868 | -1036883 | -1100158 | -887561 | -1091090 | -1188742 | 0 | 0 | 0 |
| ' | ' | 'Grand Total Revenues | 681207 | 674879 | 736688 | 716688 | 716688 | 812627 | 0 | 0 | 0 |
| ' | ' | 'Grand Total Expenses | 1678075 | 1711762 | 1836846 | 1604249 | 1807778 | 2001369 | 0 | 0 | 0 |
| ' | ' | 'Grand Total | -996868 | -1036883 | -1100158 | -887561 | -1091090 | -1188742 | 0 | 0 | 0 |

REFERENCE AND RESOURCE LIBRARY AGREEMENT – 2020
HEDBURG PUBLIC LIBRARY/ARROWHEAD LIBRARY SYSTEM

THIS AGREEMENT is by and between Arrowhead Library System, a public library system organized in accordance with Chapter 43 of the Wisconsin Statutes, hereinafter called "Arrowhead," and the Hedberg Public Library, hereinafter called "HPL."

WHEREAS, Arrowhead is organized under authority of Wisconsin State Statutes chapter 43 to provide for the improvement of public library services to the residents of Rock County, and annual adopts a Plan of Library Service, and

WHEREAS, Section 43.16 Wisconsin Statutes requires that "each public library system shall have at least one system resource library," and

WHEREAS, HPL is a member of Arrowhead and meets all the statutory requirements to serve as a resource library.

NOW, THEREFORE, IT IS MUTUALLY UNDERSTOOD AND AGREED AS FOLLOWS:

1. HPL will serve as the resource library for Arrowhead.

This agreement between Arrowhead and HPL is in accordance with provisions of Chapter 43.24(2)(b) of the Wisconsin Statutes for backup reference and interlibrary loan services from the system resource library, including development of and access to specialized collections.

Definitions:

Clearinghouse – agency responsible for receiving and referring author, title and subject interlibrary loan requests out of system, and for receiving requests from outside the system for referral to libraries within the system.

Interlibrary loan – a transaction in which library materials, or copies of materials, are made available by one library to another upon request for a specific item or general or specific information.

Reference services – responses to interlibrary loan subject requests received from ALS Member and affiliate libraries or received from libraries outside the system through the ALS clearinghouse. Responses may require a fill from the HPL collection or a referral to Sources within system, or outside the system through the ALS clearinghouse.

Collection Development – the process of planning and acquiring a balanced collection of library materials of many formats, including books, periodicals, online resources, and other media. The materials purchased will help provide a diverse collection available for use through the ALS shared system.

Agreement:

Hedberg Public Library agrees to

- Provide reference services for ALS, its member and affiliate libraries, and to other libraries as requested through the ALS clearinghouse;
- Provide author/title interlibrary loan services on the same basis as other member libraries as outlined in the Member Agreement;
- Provide Rock County residents access to any specialized collections, including electronic collections such as Overdrive Advantage, on the same terms as City of Janesville residents and as outlined in the Member Agreement.
- Provide Arrowhead with statistics of reference services and author/title interlibrary loans provided to ALS member and affiliate libraries.
- Provide professional cataloging services, including contracting with SkyRiver, to ALS member and affiliate libraries.

In Return, Arrowhead Library System agrees to

- Pay the sum of \$40,000 in one payment by March 2, 2020.

Terms and conditions of compensation for such services are as follow:

a. Service to residents of Rock County with a library; reference services; collection development, reference collection development; cataloging services; WAN support

Total Amount: \$40,000.

Payments agreed upon in this compensation agreement are to be made by Arrowhead promptly upon billing by HPL

This agreement shall be in effect as of January 1, 2020 and shall remain in effect until December 31, 2020. This agreement may be amended at any time by mutual agreement of both parties.

Dated this

In the presence of:

Hedberg Public Library

By _____
Adam Dinnes, President
Hedberg public Library Board of Trustees

By _____
Bryan J. McCormick, Director
Hedberg Public Library

Arrowhead Library System

By _____
Richard Bostwick, President
Arrowhead Library System Board of Trustees

By _____
Steven Platteter, Director
Arrowhead Library System

DRAFT



Arrowhead Library System

Helping Public Libraries Serve the Citizens of Rock County

ARROWHEAD LIBRARY SYSTEM PROMOTION & COMMUNICATION PLAN

INTRODUCTION

Arrowhead Library System was established in 1974 to coordinate and expand public library services in Rock County, Wisconsin. Arrowhead Library System offers seven types of services to its member public libraries. The services directly related to promotions and communications are outlined in this plan:

1. Public Relations/Graphic Design Assistance and Consultation
2. Outreach

This plan seeks to define Arrowhead Library System's role in promoting applicable system services, local libraries and their services and events, and relevant state and national programs.

AUDIENCE

Arrowhead Library Service is a single county system primarily serving the seven public libraries in Rock County and its 163,129¹ citizens—of which 142,373² are local card holders (431² additional Rock County residents hold a card at an out of county SHARE Consortium library). Arrowhead Library System also offers limited services, mainly delivery, to seven affiliate members. Arrowhead Library System is a member of the SHARE Consortium, an automation and resource-sharing partnership focused on cost reduction and resource sharing.

In the course of promoting libraries and library services, Arrowhead Library System will target internal and external audiences. The selected audience will help determine the marketing initiative, message, and avenue of communication.

INTERNAL AUDIENCE

- Arrowhead Library System staff
- Arrowhead Library Board of Trustees
- Member library staffs
- Member library boards of trustees

¹ QuickFacts, United States Census Bureau, www.census.gov, retrieved June 11, 2019.

² Data collected from SHARE, the integrated library system by SirsiDynix used by Arrowhead Library System and the SHARE Consortia, retrieved June 11, 2019.

SEMI-INTERNAL AUDIENCE

- SHARE Consortium Director's Council & member libraries
- Other Wisconsin library systems
- Other Wisconsin libraries
- Other Wisconsin Consortia
- State and national library professional organizations

EXTERNAL AUDIENCE

- Community members (cardholders and non-cardholders)
- Community organizations and groups (for profit and not)
- Local businesses and other vendors
- Media
- Schools
- Government officials

STRATEGIC GOALS

Marketing, publicity, and promotion is necessary for the continued success of libraries in the modern age. These tools are used to keep libraries at the top of mind for research, entertainment, community engagement, and literacy needs-reminding

The primary goals of Arrowhead Library System's promotions and communications are:

1. To Increase Brand Recognition of Arrowhead Library System and its member libraries
2. To assist member public libraries with their promotional, communications, and graphic design needs
3. To promote and advocate for libraries and their services
4. To promote patron services available system-wide
5. To cultivate positive relationships with community members, organizations, businesses, and groups as needed

PROMOTIONAL STRATEGIES

SYSTEM WEBSITE

Internal and External Audience

- For staff: provide staff a resource for all system-wide patron services
- For patrons: highlight system-wide patron services
- List contact information for member libraries
- Create blog posts for news and training opportunities
- Create another way of finding and accessing library websites, increasing SEO
- Host system policies and procedures
- Link to the consortiums to which we belong

MONTHLY MEMO ONLINE NEWSLETTER

Internal and External Audience

- Updates for Arrowhead Library System, SHARE, and State/National News
- Distribute via E-mail link to "All ALS ListServ"

SOCIAL MEDIA

Internal and External Audience

FACEBOOK PAGE

- Serve as one-stop site for finding library activities & events by having libraries tag ALS as a cohost
- Provide an avenue for staff and patrons to interact with system
- Create a friendly, informative online façade for the system
- Share content that encourages reading; highlights specific services at ALS libraries; promotes libraries and library professions; disseminate information for other pertinent organizations, such as WILS, PLSR, WPLC, ALA, and WLA
- Tag member libraries and other organizations as appropriate, to increase reach

TWITTER

- Provide an avenue for staff and patrons to interact with system
- Create a friendly, informative online façade for the system
- Have Facebook posts automatically appear as tweets
- Create Twitter-specific content as needed
- Interact with other organizations and Tweeters as needed

LIST SERVES: ALL ALS, ALS DIRECTORS, SHARE DIRECTORS

Internal Audience

- Communicate with library staff directly
- Communicate about consortium business

MEDIA: NEWS

External Audience

- Press releases to newspapers, radio, television, blogs, magazines
- Letters to the editor, mainly for advocacy issues

MEDIA: PAID ADVERTISING & LISTINGS

External Audience

- Purchase ad space in newspapers, magazines, radio, movie theater ads, television, billboards, streaming services, and other media channels as needed
- Procure/purchase listings or advertising in community guides and local directories as necessary

PRESENTATIONS & OUTREACH

Internal & External Audience

- Offer local groups and schools presentations about library cards and library services tailored to their needs and interests—involve local library staff when possible
- Advocate for libraries
- Create training presentations on new library services, policies, etc.
- Host a booth or table at county-wide events as deemed appropriate
- Track how many visitors we receive at each event

PROMOTIONAL OR INSTRUCTIONAL MATERIALS

Internal & External Audience

- System Service/Products: Create flyers, posters, bookmarks, postcards, digital graphics, and more to be displayed in member libraries
- Libraries may choose to share/post materials in various community locations
- Consult with member libraries on their own public relations, marketing, and graphic/web design endeavors
- Provide public relations, marketing, and graphic/web design services for member libraries as requested

BUSINESS LETTERS

External Audience

- Communicate with outside organizations about library services, library needs, and more with formal business letters

STYLE GUIDE

Consistent design is necessary to ensure brand recognition across all platforms. The following guidelines should be followed across Arrowhead Library System's website, social media, newsletters, and print promotional materials, as applicable.

LOGO USE

Arrowhead Library System has several versions of its logo to suite different needs. A few guidelines for its use will ensure its efficacy.

- The horizontal blue version with tagline is the primary logo
- Use an alternate version when small size will make tagline illegible,
- Be mindful to use the proper file format and sizing to avoid pixilation of the logo
- Maintain a high contrast between logo and background by placing logo on a solid background of an opposite brightness or by using a black or white logo
- Maintain blank space around the logo at least equal to the height of its capital "A"
- Do not skew, shear, or mirror the logo
- Do not change or vary the color or transparency of the logos
- No artistic effects, such as drop-shadows or embossing may be applied
- Exceptions to a guideline must be approved by the Public Information Coordinator

COLORS

The color scheme below should be incorporated where appropriate.

PRIMARY COLORS

BLUE



- RGB: 106 143 210
- CMYK: 62 36 0 0
- Pantone: 2129 C | 2143 U
- Hex Color Code: #6191d3

ORANGE



- RGB: 240 149 42
- CMYK: 0 50 99 0
- Pantone: 1495 C | 2013 U
- Hex Color Code: #f7941d

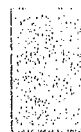
SECONDARY COLORS

GREEN



- RGB: 142 201 61
- CMYK: 50 0 100 0
- Pantone: 368C | 2292 U
- Hex Color Code: #8cc73b

LIGHT BLUE-GRAY



- RGB: 175 189 210
- CMYK: 32 18 9 0
- Pantone: 651 C | 2106 U
- Hex Color Code: #adbed3

PURPLE



- RGB: 132 0 232
- CMYK: 66 79 0 0
- Pantone: 266 C | Violet U
- Hex Color Code: #8300e9

DARK GRAY



- RGB: 58 58 58
- CMYK: 69 62 61 52
- Pantone: 447 C | Black 6 U
- Hex Color Code: #3a3a3a

TAGLINES

Arrowhead Library System's tagline may be used for promotional use.

Helping Public Libraries Serve the Citizens of Rock County

ASSESSABILITY & ACCOMODATION STATEMENTS

Libraries are for everyone. Arrowhead Library System will encourage its libraries to include accessibility statements in its press releases, websites, and promotional items. Samples of such statements include:

- [Name of Library]'s building is handicap accessible. Service desks and program rooms are Hearing-Loop enabled. For more information about access or to request accommodations, please call [telephone number].
- On websites with PDF downloads, "Other formats available, email _____"
- This publication is available in alternate formats on request. Please call (insert telephone number of sponsor).

EVALUATION

Evaluation of our promotion and communication efforts will be instrumental in determining what is working and what can be improved. While it is difficult to evaluate the reach and effect of some marketing endeavors, below are the evaluation methods we can employ for certain communication avenues.

WEBSITE

- Track website analytics
- Feedback from the library staff and public

SOCIAL MEDIA

- Track engagement and reactions to posted content
- Track the number of followers to our social media accounts
- Track visits to websites directly via social media

COMMUNITY EVENTS, PRESENTATIONS, & OUTREACH EVENTS

- Tally the number of people engaging with system's table or booth at outreach events, or attending a presentation
- When possible, tally the number of promotional materials given out
- Track return rate on promotions, for example coupons distributed at events
- Note responses and feedback from participants

PROMOTIONAL MATERIALS

- When necessary, survey member libraries to determine how and which promotional materials are being used
- Perform site visits to advise on signage placement, displays, and in-library promotions, when requested
- When needed, survey samples of the community to determine how and where they receive information about the libraries

MEDIA ADVERTISING

- Track advertising reach and effectiveness through reporting features relevant to advertising platform