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**GENERAL INFORMATION**

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Library System

South Central Library System

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Describe demographic, economic, and other facts about your system that influenced the development of this and other system plans.

The South Central Library System is composed of Adams, Columbia, Dane, Green, Portage, Sauk and Wood Counties. These counties include more than 800,000 people, with the majority residing in Dane County. System population density ranges from sparse rural to dense urban. Municipalities vary greatly in size, from villages with populations in the hundreds to the city of Madison, which includes about 28% of the entire population of the system.

Demographics in the system area continue to change. There is growing ethnic diversity, especially in urban areas. There is an aging population, especially in rural areas. There is growing poverty, in both the rural and urban areas. Recognizing these changes, the SCLS Strategic Plan, adopted in 2006, calls for the system community to "seek to understand the changing nature of the public we serve, especially with regard to such factors as age, generation, economic status, and changing world view." This objective is reflected in some of the activities described in this plan.

There are strong municipal public libraries, many of which have existed for a century or more, in all of our member counties. The South Central area also contains several hundred other libraries of all types, the largest being the libraries on the campus of the University of Wisconsin-Madison. This plan includes activities designed to increase our planning with these multitype libraries and to develop richer partnerships between SCLS and the multitype libraries, and among all libraries in SCLS.

All residents of the SCLS area have access to good library service. Dane County has offered a high level of public library service since the mid-1960s. Many communities in Sauk, Green and Columbia Counties continue to strengthen their libraries. Adams and Portage County have consolidated county library services, except for the independent library in the village of Amherst in Portage County and the independent library in the Town of Rome in Adams County. Wood County has several strong medium-sized public libraries and a tradition of interlibrary cooperation within the county.

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Describe significant needs and problems that influenced the development of this and other system plans.

In 2010, SCLS, like other systems, experienced a significant cut in state aids. Some one-time savings and cost-cutting measures allowed us to provide the same services in 2010 as in previous years and still end the year with a healthy carryover. This carryover, along with an increase in state aids in 2011, means we can continue to provide the same level of service in 2011, and also absorb the inevitable increases in employee benefits. Because the staff did not have a cost of living increase in 2010, the 2011 budget also includes a 1% increase for all staff.

How we budget for technology and integrated library system (ILS) services changed in the 2011 budget because of governance and organizational changes, along with the migration to an open-source ILS. LINK, the separate consortium that ran the ILS and network services until 2010, has been disbanded, and the ILS and technology services are now system services. A workgroup of member libraries will decide on a new way to divide costs for these services in early 2011. We were able to hold member fees for these services at the same level as 2010 because a new library in Fitchburg will be joining us in 2011, and their first-year payment offsets any increases in the costs to provide the services.

It is impossible to plan for 2011 without acknowledging the upcoming biennial budget process and the implications for system aids. We are hoping for the best, but preparing for the worst by budgeting conservatively and keeping as much reserve as possible.

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Describe the planning environment and process under which this and other system plans were developed. (List additional system planning documents with the period covered and attach any planning documents which have not previously been provided to the division.)

The basic element in our system's planning environment is our member libraries themselves. SCLS seeks input from member libraries, both formally and informally, during planning processes and throughout the year. Each month, we have an Administrative Council (AC) meeting where representatives of all the SCLS libraries come together to discuss issues brought forth by SCLS and by the member libraries. The representatives have two-year terms, with 1/2 of the body re-elected each year. The AC reviews system services and activities throughout the year, and reviews the entire annual system plan and budget each Fall before it is submitted to

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**GENERAL INFORMATION (cont'd.)**


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DLTCL. In May, a special meeting of the AC, called the All-Directors Meeting, brings together all of the directors of public libraries in SCLS to vote on fees for the coming year. The budget developed by SCLS in the Fall is based on these fees, and all libraries have the opportunity to review the plan and budget prior to the AC meeting.

There are three committees that report to the AC:

1. Delivery Committee (DC)
2. ILS Committee (IC)
3. Technology Committee (TC).

All are similarly structured to the AC, with libraries represented by individuals elected to the committee. These committees and the AC may form workgroups as appropriate to work on tasks. There are three standing subcommittees that report to the IC:

1. Collection Maintenance Subcommittee
2. Circulation Services Subcommittee
3. PAC Subcommittee

The Multitype Advisory Library Committee (MALC) meets four times a year and represents the concerns of our multitype system members. MALC is responsible for reviewing the multitype portion of our system plan.

In 2010, the consortium that oversaw the ILS and related technology projects disbanded, making these system services. There is no longer a separate structure for planning for these services. Libraries sign an agreement with SCLS to receive these services, and pay an annual fee to SCLS to provide these services.

SCLS staff maintain constant contact with member libraries on an individual basis as well as through the groups described above. Member libraries are encouraged to offer feedback on programs and individual staff performance through email lists and web forms. SCLS staff also ask for more formal feedback on various topics. Our more formal communications with our members include an online bi-weekly newsletter, a weekly email notice, and the wide dissemination of information of all sorts pertinent to system operations through email and our website, which includes blogs and wikis.

The final element in our planning process is our System Board. This board meets monthly and has standing subcommittees for Budget and Finance, Personnel, Bylaws, Facilities, and Advocacy. The Board receives and reviews all the completed planning data from members and staff, and has the final authority over all system policies and documents that are submitted to DLTCL.

Central to our planning environment is our mission statement and staff principles, our 100-year plan, and our system principles. Since all of our services and activities are continually evaluated against this backdrop, these planning documents are attached to this plan. While these various documents were created many years ago, they are reviewed annually, and do change as library services evolve. In a time of rapid technological and social change, we cannot expect to stay in one place. SCLS will continue to evolve and grow and become what we need to be to fulfill our mission of helping member libraries provide the best possible service to their public.

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**ASSURANCES**


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The following plan and compliance document provides assurance that your public library system intends to comply with all statutory requirements for public library systems for calendar year **2011**. Indicate, with a check, your system's intent to comply with each system requirement and provide the requested information under each system requirement.

**S.43.24(2) For a public library system to qualify for and maintain its eligibility for state aid under this section it shall ensure that all of the following are provided:**

**Membership Agreements**

- (a) Written agreements to provide, to any resident of the system area, the same library services, on the same terms, that are provided to the residents of the municipality or county that established the member library, except for the group programming preference authorized under s. 43.15 (4) (c) 4., and to provide for the interlibrary loan of materials among all participating public libraries, as evidenced by agreements with those libraries.
- A copy of the agreement with a list of all members signing it will be provided to the division by January 15.
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**ASSURANCES (cont'd.)**


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**Resource Library Agreement**

- (b) Backup reference, information and interlibrary loan services from the system resource library, including the development of and access to specialized collections, as evidenced by a written agreement with that library.
  - A signed copy of the resource library agreement will be provided to the division by January 15.
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**Reference Referral and Interlibrary Loan**

- S.43.24(2)(d) Referral or routing of reference and interlibrary loan requests from libraries within the system to libraries within and outside the system.

**List ongoing activities related to this requirement.**

- Provide our system resource library with the necessary funding to provide backup reference, information and interlibrary loan (ILL) services on behalf of all member libraries.

## ILL

- Manage WorldCat for SCLS libraries.
- Reimburse member public libraries for ILL net lending, as budgeted.
- Work with Madison Public Library to manage WorldCat and ILLiad ILL services. Determine training and configuration needs for these services.
- Appoint ad hoc committees/task forces to work on issues related to ILL.

## Reference

- Provide authentication services for all reference databases member libraries offer to the public.
- Maintain forms for email reference for member libraries as needed.
- Participate in the AskAway Consortium and the 24/7 Reference Cooperative to provide virtual reference services.
- Continue to work with member libraries on coordination and support of the BookAlikes (online readers' advisory) project.
- Coordinate with member libraries to provide access to reference databases for member library staff and patrons.
- Appoint ad hoc committees/task forces to work on issues related to reference.
- Work with WiLS on database selection/acquisition/billing for member libraries.

## Integrated Library System

- Operate a shared automated system to enhance resource sharing throughout South Central.
  - Support libraries on the use of the integrated library system (ILS).
  - Maintain a shared database of member library bibliographic records and holdings.
  - Provide cooperative cataloging of materials.
  - Contribute funds to the ILS as budgeted.
  - Provide in-kind services for the ILS (business, personnel, general management, public relations, etc.).
  - Encourage membership in the ILS of libraries that do not participate as appropriate.
  - Provide email and telephone delivery for ILS-related notices.
  - Coordinate self-check, RFID, and Automated Material Handling services with ITG.
  - Assist libraries with RFID conversions by providing RFID conversion carts and accompanying training.
  - Coordinate third-party products working with the ILS, including debt collection, enhanced content for the online catalog, and telephone/email noticing.
  - Manage development products for ILS software, including determining priorities for development, approving specifications, and testing developed software.
  - Strive to stay aware of new products and services that pertain to the ILS and bring them to the ILS libraries, as appropriate.
  - Generate lists of new, popular, and award winning materials for inclusion in the public catalog.
  - Participate in local and national Koha user groups.
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**ASSURANCES (cont'd.)**


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- Support libraries joining the ILS.

**Indicate new or priority activities relating to this requirement for the plan year.**

#### ILL

- Ensure the ILL needs of libraries not participating in the ILS are met after migration to Koha.
- Work with a committee of member libraries to review sharing of new and popular materials, including consideration of keeping materials "in house" for a period of months, re-evaluation of SCLS purchase of copies of popular materials, and requirements for purchasing popular materials for member libraries.

#### Reference

- Review the virtual reference service and explore other possibilities for improving service.

#### Integrated Library System

- Complete migration to the Koha system.
- Work with the Fitchburg Public Library and the Rio Public Library to join the ILS.
- Continue to train SCLS staff members on the Koha system as appropriate.
- Improve sub-committee representation to ensure all libraries are represented at the sub-committee level.
- Review the funding structure for ILS.
- Investigate enhanced content and a mobile interface for the Koha catalog as provided by LibraryThing.
- Develop best practices for RFID and Automated Materials Handling.
- Develop new procedure and policies to implement changes to sharing of popular materials as determined by committee.
- Investigate and possibly develop Google, Yahoo, and Facebook "gadgets" for Koha ILS.

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#### Inservice Training

- S.43.24(2)(e) Inservice training for participating public library personnel and trustees.

**List ongoing activities related to this requirement.**

- Conduct workshops for member library staff and trustees, both in-person and by web conferencing.
  - Conduct informal discussion/training sessions by web conferencing.
  - Provide hands-on training.
  - Provide access to online self-paced courses.
  - Record audio and video of continuing education sessions when possible, and provide members access to these recordings.
  - Maintain a calendar of CE events, and provide information on CE opportunities offered by other organizations.
  - Offer direct training opportunities for library staff and trustees on topics related to local advocacy.
  - Provide continuing education opportunities on issues related to library management, including budgeting, Chapter 43, etc.
  - Investigate new approaches to trustee training.
  - Work with other public library systems and organizations to coordinate speakers' travel and presentations to save money.
  - Watch new developments in long-distance collaborative environments, in order to enhance delivery of training.
  - Help libraries to develop their own training and staff development plans.
  - Maintain a wireless training lab for member libraries to borrow for patron and staff training.
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**ASSURANCES (cont'd.)**

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- Provide scholarships and grants for member library staff and trustees to attend continuing education events to supplement local continuing education funds.
- Pay annual Wisconsin Library Association dues for member public library trustees in order to encourage trustee education and development.
- Pay annual Wisconsin Library Association dues for member public library directors or their designees.
- Assist member librarians in the statutory certification and re-certification processes.

**Indicate new or priority activities relating to this requirement for the plan year.**

- Develop and conduct an inservice program at member libraries.
  - Explore the possibilities of combining system CE programs and inservice opportunities as a way to increase attendance at CE events.
  - Work with technology staff to determine an appropriate training plan for Windows 7.
  - Develop an evaluation form and process to be used for all SCLS continuing education events
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**ASSURANCES (cont'd.)**


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**Delivery and Communication**

- S. 43.24 (2)(fm) Electronic delivery of information and physical delivery of library materials to participating libraries.

**List ongoing activities related to this requirement.**

## Delivery:

- Provide delivery services for SCLS member public libraries.
- Operate and enhance intersystem delivery service in order to provide service at highest possible levels of efficiency and effectiveness.
- Deliver all types of materials necessary to support programming, including story props, the wireless lab, other equipment, and special requests.
- Explore alternative delivery methods to increase capacity while controlling costs.
- Work with member libraries to develop best-practices for delivery as volume continues to grow, including assistance with in-house workflows.
- Continue use of Reduced Transportation Holds (RTH) in the ILS to reduce delivery time of popular materials.
- Work with the State Delivery Services Advisory Committee to advocate for funding to support delivery services.
- Pursue contractual agreements and other funding as required to support intersystem delivery service.
- Seek new customers for delivery to share the cost of routes and increase affordability of the service.
- Provide the LINK Express service to non-public library agencies.
- Continue to investigate alternative fuels, including the best sources and uses of such fuel, and hybrid vehicles.
- Work with member libraries who are planning new buildings or renovations to design appropriate areas for delivery and materials handling.

## Other:

- Provide online resources, including various reference databases and OverDrive downloadable audio books.
- Support member libraries in the use of electronic resources, including reference databases and the OverDrive collection.
- Encourage member libraries to make full use of available online resources.
- Create marketing materials to ensure that the public is aware of remote services available to them.
- Create online tutorials for member libraries and public on the use of online resources.
- Enable remote access to library materials and services offered by the state, SCLS, and member libraries.
- Participate in the Wisconsin Public Library Consortium and its services, including OverDrive.

**Indicate new or priority activities relating to this requirement for the plan year.**

## Delivery:

- Continue investigation into expanding the exchange of library materials in other midwestern states.
  - Continue creation of web tutorials to assist libraries with day-to-day delivery procedures.
  - Assist Fitchburg and Madison Central with new building/renovation issues related to Delivery.
  - Work with Materials Handling Work Group to develop best practices and implement changes suggested by the committee.
  - Assist LINK Express customers to transition to Koha.
  - Streamline statistics reporting by drivers to get more accurate statistics more efficiently.
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**ASSURANCES (cont'd.)**

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Other:

- Continue to consider other ways for providing patron authentication services.
  - Implement changes to authentication as required by migration to the new Koha system.
  - Using LSTA funds, provide access to computer tutorials for library staff members and patrons.
  - Work with WiLS to develop online tutorials for online resources as appropriate.
  - Serve on WPLC committee investigating online tutorials and the sharing of tutorials among public library systems.
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**Service Agreements**

- S.43.24(2)(g) Service agreements with all adjacent library systems
  - A copy of the agreement with adjacent systems with a list of all systems signing the agreement will be provided to the division by January 15.
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**Other Types of Libraries**

- S.43.24(2)(L) Cooperation and continuous planning with other types of libraries in the system area, which results in agreements with those libraries for the appropriate sharing of library resources to benefit the clientele of all libraries in the system area.
  - The system will have agreements with other types of libraries, or if the system participates in a cooperation agreement with a multitype organization to meet the purposes of this goal, there is established a clear link between the system and the individual members of the multitype organization. A copy of the agreement with a list of all signing libraries will be provided to the division by January 15.
  - Other types of libraries in the system area have had an opportunity to review and comment on the plan.
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**Library Technology and Resource Sharing Plan**

- S.43.24(2)(m) Planning with the division and with participating public libraries and other types of libraries in the area in regard to library technology and the sharing of resources. By January 1, 2000, and every fifth January 1 thereafter, the public library system shall submit to the division a written plan for library technology and the sharing of resources.
  - Member public libraries and other types of libraries in the system area have had an opportunity to review and comment on the plan.
  - A copy of the written plan, including any revisions and amendments, for library technology and resource sharing is attached to this document or is on file with the division.
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**ASSURANCES (cont'd.)**

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**Professional Consultation**

- S. 43.24(2)(h) Professional consultant services to participating public libraries.

**List ongoing activities related to this requirement.**

- Provide consulting/coordinating services and information to member libraries in areas including, but not limited to, public library administration and governance, policy development, adult services, youth services, library automation, technology, building and remodeling, technical services, interlibrary loan and resource sharing, staff development, orientation for new directors and youth services librarians, establishment and maintenance of library Friends groups, intellectual freedom, local and county planning and evaluation, standards, collection development, legal issues, public relations and advocacy, internet usage and resources, reference and information services, special needs, new technologies, multitype activities, delivery and communications, marketing and business partnerships, reportage to the state, and grant opportunities and procedures.
- Provide grant support services for member libraries, including identification of grant sources and grant-writing assistance.
- Coordinate group grant applications and serve as grant project managers as appropriate.
- Provide necessary information and reports to assist libraries in requesting reimbursement from adjacent counties.
- Assist SCLS member public libraries to pursue grants and other funding for ILS start-up costs.
- Assist member public libraries that are not part of the ILS to join, should they so desire.
- Assist member libraries in the process of filing annual reports through training, providing forms support, and reviewing completed reports.
- Assist member libraries in fundraising activities.
- Oversee state compliance and border processes.
- Assist member libraries with strategic planning, including the marketing components of strategic plans.
- Assist member libraries to be prepared for requests from law enforcement.
- Invest funds for member libraries and agencies at their request in the state pooled investment fund to ensure that the best possible use is made by existing resources.
- Meet with new directors in the system to orient them to system services and coordinate a mentoring program.
- Assist member libraries with hiring processes by providing guidance on job descriptions, recruiting, and participating on interview committees, as appropriate.
- Assist member libraries with conducting focus groups and other marketing research to assess needs for various patron groups.
- Consult with member libraries on space allocation, remodeling, new buildings, and furnishings.
- Help libraries to develop effective instruction for the public.
- Maintain information to assist libraries with various topics on the SCLS website.

**Indicate new or priority activities relating to this requirement for the plan year.**

- Enhance the mentoring program for new directors.
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**ASSURANCES (cont'd.)**


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**Services to Users With Special Needs**

- S.43.24(2)(k) Promotion and facilitation of library service to users with special needs.

**List ongoing activities related to this requirement.**

- Work with member libraries to identify needs, goals, and objectives for creating new, innovative services for library patrons with special needs.
- Meet with outreach/special needs staff from member libraries to determine grants, focus of CE workshops, and future projects.
- Encourage library cooperation with schools, day care centers, and agencies serving children with special needs.
- Advise library staff on how to provide services that can be easily accessed by customers of all ages with special needs.
- Assist member libraries in remodeling/new building planning in order to include accessibility features.
- Assist member libraries in complying with ADA regulations, including creating ADA-approved websites and computer workstations, including screen magnification and reader software.
- Assist member libraries in discovering ways that technology can be used to meet the needs of changing communities (adaptive equipment, new tech for younger users and seniors, services in language other than English).
- Write and coordinate LSTA grants that help libraries develop new early, family, and adult literacy programs, provide new services for patrons who are new English speakers, and create new services for patrons with special needs.
- Fund selected experimental outreach projects for youth.
- Help libraries develop family literacy programs.
- Maintain special outreach efforts to populations for whom English is not the first language.
- Provide continuing education opportunities that help libraries serve patrons from different cultures and socio-economic classes.
- Conduct continuing education sessions on topics related to special needs and include special needs in other continuing education.
- Provide delivery to senior and retirement centers and child day care centers in the Dane County area on a cost-recovery basis.
- Continue to provide authentication services for the Regional Library for the Blind patrons for the OverDrive service.
- Assist member libraries with translation services, including translation of patron registration forms.

**Indicate new or priority activities relating to this requirement for the plan year.**

- Look for speakers to address the growing issue of poverty.

**Other Service Programs**

S.43.24(2)(i) Any other service programs designed to meet the needs of participating public libraries and the residents of the system area, as determined by the public library system board after consultation with participating public libraries.

List each "other" service programs individually with ongoing activities and new or priority activities for the plan year under each program. For instance, if the system provides a bookmobile service program, list ongoing activities and new or priority activities for the bookmobile program. (Do not lump miscellaneous activities under a single "other" program.)

**Collection Development:**

- Contract with system resource library for the central purchase of requested items in high demand or not owned within the system area, and purchase and management of collections of special materials such as videos with public performance rights to strengthen the resources available to member libraries for interlibrary loan and programming purposes.
  - Maintain a collection of materials for loan consisting of professional materials concerning the library and information field.
  - Subscribe to and route various library periodicals on behalf of member libraries that cannot afford to do this on an individual basis.
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**ASSURANCES (cont'd.)**

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- Implement and enhance online full-text and other electronic information that can be accessed by SCLS libraries and the public.
- Continue the successful use of resource contract funds to purchase materials requested for interlibrary loan, when appropriate.
- Maintain digitized copies of local history materials on library websites.
- Assist libraries with digitization of local history materials.
- Provide libraries with guidance for collection development in various areas, and provide weeding and other reports to assist with collection development.

## New and priority activities in collection development:

- Using LSTA funds, implement ArchivalWare to store and search local history materials.
- Using LSTA funds, digitize local history books as suggested by participating member libraries.
- Provide more collection development assistance in the area of youth services, including the development of additional programs, a blog, and working with the Cooperative Children's Book Center (CCBC)

## County Support:

- Make county service payments, create budgets, and file reports on behalf of counties as requested and as availability allows.
- Attend county meetings of library directors and library boards as availability allows.

## Foundation:

- Continue the planning and development of the Foundation.
- Educate member libraries on the value of a foundation and related laws.
- Maintain a website for the Foundation.
- Develop appropriate programs and appeals for major Foundation campaign areas.
- Continue to manage money for SCLS libraries that have joined the SCLS Foundation.
- Publish a Foundation newsletter two times a year.
- Maintain a database of constituents.
- As directed by the Foundation Board, coordinate an annual fundraising event.

## Leadership and planning:

- Provide leadership, in partnership with member libraries and trustees, concerning not only how we can better undertake current objectives, but also where we should direct our efforts and resources in the future.
  - Maintain involvement in library and related organizations at the regional, state, and national level to seek out information concerning new trends in our field and to share this information with member libraries, committees, etc.
  - Serve on various state, local, and national planning groups related to all areas of library service.
  - Continue to dream and to maintain a sense of humor in the face of occasional adversity.
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**ASSURANCES (cont'd.)**

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## Demographic/patron-based planning:

- Research demographic changes and help libraries serve patrons from different cultures and socio-economic classes.
- Produce custom ILS reports for the ILS members to chart borrowing habits of library users.
- Help libraries understand and feel more comfortable talking about poverty and demographic change.
- Encourage libraries to solicit public input through user surveys, planning committees, and other means when undertaking projects and new services.
- Assist libraries to get appropriate statistics (from websites, electronic resources, ILS, etc.) for planning.

## Graphics services/coordinated ordering:

- Design and print all types of publicity materials for libraries and programs, including bookmarks, fliers, annual reports, newsletters, etc.
- Design and print business cards for library staff as appropriate.
- Design and print achievement certificates, stationery, envelopes, and other administrative materials.
- Provide print and graphic services for library Friends groups.
- Provide print and graphic services on a cost-recovery basis for multitype libraries, as appropriate.
- Provide lamination services for member libraries.
- Coordinate orders for library cards, envelopes, barcodes, puppets, etc. to save libraries money.

## Partnerships:

- Assist member libraries to build and strengthen partnerships with one another and community organizations.
- Work on partnerships with community agencies, such as Wisconsin Public Television, Literacy Councils, Wisconsin Humanities Council, the UW Children's Hospital, and others to share resources (such as staff time, publications, grant activities) to reach the public to provide new services and programs for the public, and to create continuing education opportunities for SCLS member library staff.

## Intra-system boards/committees:

- Maintain and support a committee structure for the SCLS community.
  - Develop and maintain the charge for each committee, as well as the make-up of the committee, the system of designating members to the committee, and terms of the members.
  - Post agendas and rosters of SCLS committees on the SCLS website.
  - Regularly review charges for committees.
  - All planning committees will meet at least once a year unless designated "inactive"; publish minutes of all meetings; place agendas, minutes, etc. on the SCLS website; receive support from SCLS staff; publish how members are solicited/chosen; report to their appropriate parent group as needed, but no less frequently than annually.
  - Meet with all committees on a regular schedule.
  - Work with committees to identify service needs and improve service.
  - Encourage multitype participation in major planning processes when appropriate.
  - Encourage librarians and board members to communicate regarding issues on the SCLS Board agenda prior to their meetings.
  - Provide member library directors with contact information for the SCLS board members through the SCLS website.
  - Encourage member libraries to provide SCLS with a copy of their board minutes.
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**ASSURANCES (cont'd.)**


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- Build strong relations between the SCLS Board and local library boards in order to increase the effectiveness of each.

New and priority activities for intra-system boards/committees:

- Implement a new methodology for working with multitype libraries to replace the MALC committee.

Other intra-system communication:

- Provide video conferencing and audio conferencing attendance options for SCLS meetings where appropriate.
- Maintain ongoing mechanisms for the evaluation and prioritization of services.
- Hold an annual gathering of librarians, trustees, and officials concerned with all types of libraries to enhance system-wide networking.
- Maintain a variety of tools, including blogs, wikis, and email lists, to encourage communication between member libraries and SCLS.
- Routinely collect input from member libraries via email list discussions and other methods.
- Encourage member libraries to submit brief evaluation forms with regard to contacts with the system through an online form.
- Follow a process responsive to member libraries needs if an issue of system expansion arises.
- Assist new directors in communicating with other system directors. Provide new directors with a mentor from another SCLS library.
- Maintain a wiki with information for new directors.
- Annually, visit each library in the system to gather information/feedback from the library.
- Publish a biweekly online newsletter for member libraries. (Note: more details of this task are found under “Advocacy”)

New and priority activities for other intra-system communication:

- Implement new program to allow member libraries to share experience, policies, etc. regarding a wide variety of topics.

Multitype:

- Work with multitype libraries to coordinate planning and appropriate activities.
- Provide consulting services to multitype members as feasible.
- Provide graphic and PR services to multitype members as feasible.
- Provide multitype libraries with workshops and training sessions for free or on a cost-recovery basis.
- Provide Delivery services to multitype members on a cost-recovery basis.
- Maintain an email list for dissemination of information to multitype libraries.
- Encourage multitype libraries to use LINKcat and other available tools for resource sharing purposes.
- Explore ways to make the collections of multitype member libraries more accessible to public library members.

New and priority activities for multitype:

- Implement a new methodology for working with multitype libraries to replace the MALC committee.
  - With LSTA funds, host a multitype meeting regarding digital collections; work with multitype libraries to make their digital collections more accessible to the public.
  - Develop an online multitype directory using PBworks.
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**ASSURANCES (cont'd.)**


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- Continue to develop an online discussion network for multitype libraries using Ning.

Program development:

- Assist member libraries with developing programs for youth and adults through a variety of workshops and support materials.
- Maintain a programming resources wiki <<http://scls.pbwiki.com/Programming+Resources>> to provide information and assistance.
- Schedule and loan equipment for programs, including a laptop lab, gaming equipment, and projectors. Provide support for equipment as necessary.
- Partner with Wisconsin Public Television on developing library programs around WPT series/episodes.
- Contract with the system resource library to purchase videos with public performance rights.
- Develop and print program promotional and other materials as requested.

New and priority activities for program development:

- Work on presentation of Ellison dies and public performance videos on the SCLS website or the LINKcat catalog.

Public Relations and Advocacy:

- Play an active role in the development and enactment of policy and legislation at the local, regional, state and federal level.
  - Advocate on the state level for public library initiatives.
  - Seek out and disseminate information concerning the status and future of public library system funding and other state level library issues (along with members of appropriate committees).
  - Discuss outreach ideas for member libraries to develop ongoing relationships with legislators.
  - Help member libraries to identify key community leaders and organizations and strategies to develop and maintain relationships with these individuals and organizations and favorably dispose them toward libraries.
  - Assist member libraries in the creation of partnerships with businesses and other individuals and agencies.
  - Assist libraries in the creation of an advocacy network and the databases required to effectively mobilize the public on behalf of library causes, such as the "Speak Up for Your Library" campaign.
  - Assist member public libraries interested in joining the ILS to develop local support for continuing expenditures.
  - Encourage the entire SCLS library community to participate in WLA legislative activities, particularly WLA Legislative Day.
  - Sponsor the attendance of 2 SCLS board members at the National Legislative Day in Washington, D.C.
  - Encourage the entire SCLS library community to communicate their legislative needs and concerns.
  - Explore methods of measuring the value and effectiveness of library service at both the local and system level, and tie such efforts to ongoing state and national processes when possible.
  - Determine the value of the Summer Library Program and create a press release and editorial to promote its value.
  - Share pertinent and applicable information gleaned from other national and/or local survey efforts about the perceived value of library service.
  - Advise and support local marketing and publicity efforts.
  - Help libraries develop and maintain attractive and effective websites.
  - Provide training for member libraries on how to collect input from patrons regarding library websites.
  - Assist member libraries in developing and implementing marketing plans.
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**ASSURANCES (cont'd.)**


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- Guide libraries in working with the media and in attracting media to local events.
- Provide promotional materials for centralized system services and for local services, as requested.
- Produce a print directory of SCLS public libraries and hours.
- Publish an online newsletter. Encourage libraries to submit photos or editorial content.
- Investigate possible ideas (like breakfasts or meetings) to make regular contacts with legislators.
- Develop materials for various observance weeks and days as appropriate.
- Publish a quarterly "Trustee Update" newsletter.
- Maintain an online PR toolkit <<http://www.scls.info/pr/toolkit/index.html>>.
- Maintain and develop the "Libraries for Real Life" website for use as an advocacy tool.
- As appropriate, draft letters to the editor and editorials that members of the SCLS Advocacy Committee or county or local library boards can submit under their names.
- Work with directors of member libraries on advocating for county library budgets.
- Assist libraries with the development of public service announcements.

New and priority activities in public relations and advocacy:

- Develop a goal to increase attendance at the 2011 Wisconsin Library Legislative Day.
- Develop a new SCLS brochure or series of SCLS brochures.

Technology:

- Continue planning and development of network and web services.
  - Work with DOA TEACH and other agencies to ensure that member libraries continue to have adequate telecommunications access and capabilities.
  - File for e-rate service for data lines for member libraries participating in the network.
  - Maintain network security by providing an anti-virus solution, providing appropriate software security updates, and educating library staff about safe internet and email practices.
  - Maintain web, email, and email list servers.
  - Maintain servers and support for workstation time management and print management product.
  - Incorporate new versions of applications software into disk cloning software for existing and newly purchased equipment on the SCLS network.
  - Assist member libraries in determining what computer hardware and software to purchase and purchase equipment as appropriate.
  - Provide technical support for computers and other computer hardware, software, and networks.
  - Publish TechBits, a blog of computer tips and tricks.
  - Assist libraries with developing wireless networks for the public and providing ongoing support for the networks.
  - Assist member libraries with developing and maintaining web pages, including improving the accessibility and usability of member library sites.
  - Assist member libraries with cabling projects.
  - Provide alternate domain names for member libraries to allow easier access to library webpages.
  - Provide social web services and training to member libraries, including blogs, wikis, etc.
  - Work with member libraries to create hardware replacement plans to make purchases and installations more manageable and to ensure compatibility with up-to-date operating system, security and application software.
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**ASSURANCES (cont'd.)**


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- Explore and experiment with new directions in technology of potential value to the ongoing and future operations and missions of our member libraries.
- Use LSTA and other funds to offer pilot projects in various technology areas.
- Encourage libraries, when building or remodeling, to consider RFID, self-checks, and other new technologies.
- Investigate and encourage self-check in member libraries as appropriate. Assist with installation and ongoing support of self-check units.
- Assist member libraries with technical aspects of building and renovation projects, including coordination of installation of computers and telecommunications.
- Maintain a Google domain and Google Calendar for SCLS staff use.

New and priority activities in technology:

- Review and revise the SCLS Technology Plan.
- Develop a new funding formula for technology and ILS services.
- Implement organizational changes related to technology services and staff.
- Upgrade to new version of workstation time and print management system.
- Keep informed and aware of developments with BadgerNet 3 through the participation of staff as an advisor to the BadgerNet Planning Committee.
- Implement Windows 7 on patron and staff PCs.
- Continue to research e-commerce options.
- Develop a base of questions and answers for technical issues related to Koha.
- Coordinate, as much as feasible, installation of fiber from the BadgerNet stimulus grants.
- Begin integrating computers currently on third-party ISPs (cable, DSL, etc.) into the SCLS network.
- Set up a content management system and provide technical assistance on the product to the Web Services Specialist.
- Develop a robust reports tool for libraries using Koha.
- Assist Fitchburg and Madison Central with new building/renovation issues related to technology.
- Create a new website for the SCLS technology team using a content management system

Youth Services:

- Meet with youth services staff from member libraries to determine grants, focus of CE workshops, and directions of future projects.
  - Assist member libraries working to expand programming for children and teens.
  - Maintain a collection of youth services program support materials.
  - Fund collections of materials for children, including public performance videos, through the system resource contract.
  - Encourage libraries to provide education and training to parents and children concerning effective and safe use of internet resources.
  - Encourage libraries to provide open access to electronic information for children and teens.
  - Coordinate and partially fund the purchase of Summer Library Program materials and performers.
  - Produce videos or other appropriate materials for Summer Library Program school visits for system-wide use.
  - Help libraries develop appropriate Summer Library Program activities.
  - Maintain online Summer Library Program registration.
  - Provide the infrastructure and coordination for an online teen book discussions during the Summer Library Program.
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**ASSURANCES (cont'd.)**

- Assist youth services librarians to be active in the political process.
- Work with the SCLS Foundation on youth initiatives and programs.
- Include collection development components in meetings and workshops, in conjunction with the Cooperative Children’s Book Center (CCBC)
- Assist member libraries to develop programs based on feedback from youth and teens, including assistance with developing teen advisory boards.

New and priority activities in youth services:

- Provide more collection development assistance in the area of youth services, including the development of additional programs, a blog, and working with the CCBC.

**Administration**

- The system will not expend more than 20 percent of the state aid projected to be received in the plan year for administration.
- The 2010 system audit will be submitted to the division no later than September 30, 2011.

**Budget**

- A copy of your public library system budget by service program category and fund source for the plan year (see attached guidelines) is attached.

**CERTIFICATION**

**WE, THE UNDERSIGNED, HEREBY CERTIFY** that to the best of our knowledge, the information provided in this document and any attachments is true and correct, and that the system will be in full compliance with all applicable provisions of Chapter 43 of the Wisconsin Statutes for the year **2011**.

System Director Signature ➤	Date Signed
System Board President Signature ➤	Date Signed

**FOR DPI USE  
LIBRARY SYSTEM PLAN APPROVAL**

Pursuant to Wis. Statutes, the plan contained herein is: <input type="checkbox"/> Approved <input type="checkbox"/> Provisionally Approved <i>See Comments.</i> <input type="checkbox"/> Not Approved <i>See Comments.</i>	DLTCL Assistant Superintendent Signature ➤	Date Signed
	Comments	

<b>PUBLIC LIBRARY SYSTEM 2011 ANNUAL PROGRAM BUDGET</b>					
Program	2011 Public Library System Aid	System Aid Carryover and Interest Earned	Other State and Federal Library Program Funds	All Other Income	Total
<b>Technology, Reference and Interlibrary Loan*</b>					
1.					
2.					
3.					
4.					
<b>Program Total</b>	\$0	\$0	\$0	\$0	\$0
<b>Continuing Education and Consulting Service*</b>					
1.					
2.					
<b>Program Total</b>	\$0	\$0	\$0	\$0	\$0
<b>Delivery Services</b>					\$0
<b>Library Services to Special Users</b>					\$0
<b>Library Collection Development</b>					\$0
<b>Direct Payment to Members for Nonresident Access</b>					\$0
<b>Direct Nonresident Access Payments Across System Borders</b>					\$0
<b>Library Services to Youth</b>					\$0
<b>Public Information</b>					\$0
<b>Administration</b>					\$0
<b>Subtotal</b>	\$0	\$0	\$0	\$0	\$0
<b>Other System Programs</b>					
1.					\$0
2.					\$0
<b>Program Total</b>	\$0	\$0	\$0	\$0	\$0
<b>Grand Totals</b>	\$0	\$0	\$0	\$0	\$0

\* These programs may be divided into subprograms at the discretion of the system. If choosing not to use subprograms, enter amounts on line 1.