

REPORT
WPLC Digital Media Buying Committee
22 June 2011

HISTORY

At its May 11, 2011 meeting the Wisconsin Public Library Consortium approved creation of a committee to be charged with recommending a way to fund a statewide digital media buying pool for public libraries. WPLC Chair Jim Trojanowski, WiLS Director Stef Morrill, and Public Library Development Director Mike Cross were asked to appoint the committee and assign its charge.

Trojanowski, Morrill, and Cross agreed the committee must:

- Submit a report by July 1, 2011, in order to give libraries time to include participation costs in 2012 budgets.
- Be small enough to work quickly and meet the deadline.
- Include library, system, WiLS, and DLTCCL representatives.

Committee members were:

- Becca Berger, Director, Door County Library, Sturgeon Bay
- Mike Cross, Director, Public Library Development Team
- Jeff Dawson, Director, Lester Public Library, Two Rivers
- Bruce Gay, Technical Services Manager, Milwaukee Public Library
- Jeff Gilderson-Duwe, Director, Oshkosh Public Library and Winnefox Library System
- Rick Krumwiede, Director, Outagamie Waupaca Library System
- Stef Morrill, Director, WiLS
- Teresa Schmidt, Director, Mercer Public Library
- Jennie Stoltz, Director, Pewaukee Public Library
- Jim Trojanowski, Director, Northern Waters Library Service

The charge of the committee was to propose a funding mechanism for a statewide digital media buying pool for Wisconsin public libraries. Jim Trojanowski served as committee chair.

WORK OF THE COMMITTEE

The committee met three times using GoToMeeting. The committee agreed that:

- In order to complete its task on time, it would focus on funding. The report includes a list of other issues that should be considered.
- Participation in the buying pool should be at the system level. This will address concerns about satisfying the same services requirement for system membership. Systems should be assessed a share of the cost and determine how to cover that cost if they decide to participate.
- The funding formula should be easy to calculate and explain.
- If inclusion of other types of libraries in the buying pool is considered it should not delay creation of the pool.

RECOMMENDATIONS

The committee recommends that the buying pool be funded at \$1,000,000 annually.

This is approximately 5% of local expenditures for public library materials in 2009.

The committee recommends that costs be shared based half upon usage and half upon population for each system.

In 2012, half of each system's share of the cost will be based on use of OverDrive by residents of the system in 2010 and half will be based upon system population provided annually by the Department of Administration. The attached spreadsheet shows each system's share for 2012 under this formula. In successive years, use of buying pool resources will be used to reassess that half of the system share.

The committee is concerned that if usage fluctuates it could mean dramatic cost changes from year-to-year for some systems. We hope that the more stable system population factor will reduce fluctuating costs, and we believe systems will want to assess the formula annually to address any significant problems.

The committee recommends LSTA support of the buying pool in 2012.

The LSTA Advisory Committee set aside \$300,000 for digital media in 2012. We recommend this money be made available in non-competitive grants to library systems to pay 30% of their share of the cost in 2012 as a way to ease the expense into budgets. Grants should be contingent upon system participation in the buying pool.

The committee recommends that if a system chooses not to participate the size of the pool be reduced by that system's share and that system's libraries not have access to the pool.

Libraries in non-participating systems would have access to materials already purchased through WPLC.

The committee hopes that the potential use of LSTA funds to cover a portion of the first year's costs will be enough incentive to get all systems to participate in the pool.

The committee recommends that WPLC determine how to address other important aspects of forming the buying pool.

Funding is just one aspect of a statewide buying pool. Other factors to be addressed include:

- Collection development
- Technical support
- Finance
- Procurement and licensing
- Product management
- Training
- Promotion and marketing
- Data collection at the local level

Recommended Distribution of Buying Pool

	Amount of buying pool:				\$ 1,000,000		
	2010	Usage	2010	Population	System	Less	2012
Overdrive Checkouts by system	Checkouts	Share	Population	Share	Share	LSTA	System Share
Arrowhead Library System	9,595	3.4%	160,827	2.8%	\$ 31,306	\$ 9,392	\$ 21,914
Eastern Shores Library System	7,500	2.7%	204,894	3.6%	\$ 31,421	\$ 9,426	\$ 21,995
Indianhead Federated	26,106	9.4%	460,759	8.1%	\$ 87,212	\$ 26,164	\$ 61,048
Kenosha County Library System	7,411	2.7%	162,686	2.9%	\$ 27,557	\$ 8,267	\$ 19,290
Lakeshores Library System	9,326	3.3%	286,902	5.0%	\$ 41,891	\$ 12,567	\$ 29,324
Manitowoc-Calumet Library System	3,825	1.4%	118,957	2.1%	\$ 17,294	\$ 5,188	\$ 12,106
Mid-Wisconsin Federated Library System	9,539	3.4%	318,011	5.6%	\$ 45,003	\$ 13,501	\$ 31,502
Milwaukee Co. Federated Library System	30,622	11.0%	928,567	16.3%	\$ 136,366	\$ 40,910	\$ 95,457
Nicolet Federated Library System (inc. Brown County)	17,548	6.3%	438,329	7.7%	\$ 69,912	\$ 20,974	\$ 48,939
Northern Waters Library Service	8,338	3.0%	161,755	2.8%	\$ 29,136	\$ 8,741	\$ 20,395
Outagamie Waupaca Library System	12,514	4.5%	240,905	4.2%	\$ 43,564	\$ 13,069	\$ 30,495
South Central Library System	55,983	20.1%	802,319	14.1%	\$ 170,715	\$ 51,215	\$ 119,501
Southwest Wisconsin Library System	7,109	2.5%	128,886	2.3%	\$ 24,049	\$ 7,215	\$ 16,834
Waukesha Co. Federated Library System (inc. Menomonee & New Berlin)	27,071	9.7%	383,940	6.7%	\$ 82,197	\$ 24,659	\$ 57,538
Winding Rivers Library System	13,882	5.0%	279,394	4.9%	\$ 49,393	\$ 14,818	\$ 34,575
Winnefox Library System	17,210	6.2%	326,973	5.7%	\$ 59,532	\$ 17,860	\$ 41,672
Wisconsin Valley Library Service (inc. Marathon County)	15,537	5.6%	291,846	5.1%	\$ 53,451	\$ 16,035	\$ 37,416
	279,116	100.0%	5,695,950	100.0%	\$ 1,000,000	\$ 300,000	\$ 700,000
The future of LSTA funding for digital content beyond 2012 will be discussed by the LSTA Advisory Committee.							