

WiLS Update - 2015 WiLS Regional Meetings

Slide 1 – Title slide

- I'd like to give you an update about other work we've been doing with libraries and organizations around the state and beyond. I'm going to do so by showing you some examples of projects and services we've done in our four service areas in the last year.

Slide 2 – Cooperative Purchasing & Projects

- Part of our mission statement is to provide services that help our members do more with their time and money. We've spent some time on electronic resources, which, through WiLS Cooperative Purchasing, we help members save time and money. I'd like to talk about the other half of our cooperative services, and that's Cooperative Projects.
- Many times a project is best approached through a collaborative effort. Besides the relationships that can be built and the positive service impact for a larger number of patrons, successful collaborations make projects more affordable and reduce duplication of efforts.
- We're fortunate in our role as a statewide organization in that we often hear of projects ideas someone has that we know others have also been thinking about. They just need someone to connect them and help coordinate the project, which we are able to do!

Slide 3 – MOOC screenshot

- This year, we've had the pleasure of partnering with UW-Madison on two projects for their series of MOOCs on climate change. MOOCs are online educational opportunities that are available for anyone in the world to attend.
- UW-Madison wanted to increase the interest in their MOOCs among Wisconsin residents, and looked to public libraries in the state to host discussion sessions and other events related to the "Changing Weather and Climate in the Great Lakes Region" and the "Climate Change Policy and Public Health" courses.
- WiLS connected UW-Madison with public libraries around the state and coordinated efforts to keep UW-Madison from reinventing the wheel with each individual library.

Slide 4 – MOOC data

- UW-Madison benefited from the partnership with public libraries, which resulted in increased interest in the MOOC program (as you can see from the statistic on the left). It also gave those participants interested in connecting with others in their communities around climate change an avenue to do so.
- The participating libraries also reported positive results. The MOOCs provided a new source for adult programming and provided libraries an opportunity to connect with other organizations in their communities interested in discussions around climate change.

Slide 5 – Events and Education

- Another part of our mission statement is we believe libraries, cultural institutions, and their partners make the world a better place. One of the ways they are best able to do

this is by having opportunities to come together to share and learn from each other. We hope we add to these opportunities in our community through regional community meetings like this, our annual WiLS World conference, our Peer Council gathering, and other educational opportunities we develop.

Slide 6 – Pictures of WiLS World Highlights

- This past July we held our WiLS World Conference and it was totally awesome. Thanks to all of you who attended this year! To continue to improve this event for you, we made some changes this year in response to our members' budget concerns and to make the conference more affordable and targeted to community needs.
- If you weren't able to attend to experience the changes firsthand, here's what we did. We moved the conference from a day and a half to a single, action-packed day. We then made the second day into Workshop Wednesday, five hands-on workshops on topics our members told us they wanted – digitization basics (in two parts), social media, marketing and promotion, and SQL.

Slide 7 – WiLS at WLA

1. We aren't always the host of events we are involved with. There's a handout, if you haven't already picked it up, that lists all we'll be doing at the WLA conference this year. We're going to be pretty busy. Here are a few of the highlights of what we'll be doing. If you plan to attend WLA we hope you can join us for some fun! And, of course, we'll be at our WiLS booth in the exhibit hall, so be sure to stop by and say "hi"!

Slide 8 – Help us improve

- One last thing I'd like to say about the different things we host during the year. We are always working with our members to improve the events and learning opportunities we develop and put on for our members. We are always seeking feedback to be better, so please let us know how we are doing or what you would like to see. We need your input, help and expertise to make these events the best they can be! In that vein, look for invitations to be on the WiLSWorld, and Peer Council planning teams soon.

Slide 9 – Consortium Management

- Our mission statement also states that besides providing services, we build relationships so our members can do more with their time and money. One way we do this is through consortium management. While forming a consortium is a great way for libraries and organizations to partner to provide ongoing services and resources to their members and communities, there's the reality of needing to manage the day to day business and operations of the consortium. Often, the partners involved in a consortium don't have the staff time to do this. This is where we can come in to help.
- We currently do this for a number of consortia, including the Wisconsin Public Library Consortium, the Horticulture Library Consortium (if you listened closely earlier, you heard me say "work we've been doing with libraries and organizations around the state and beyond", this is would be part of the "beyond"), and others.

Slide 10 – RW partners

- One of the others is Recollection Wisconsin. WiLS is both the project manager and a partner in Recollection Wisconsin. Each of these partners have made an ongoing

commitment of specific resources in support of the Recollection Wisconsin collaborative. These in-kind contributions are providing the foundation for creating a DPLA Service Hub in the state.

Slide 11 – RW-DPLA title slide

- That's right, Recollection Wisconsin is now a Service Hub for the Digital Public Library of America. Here's a little info about DPLA. You can learn more at the RW booth at WLA.

Slide 12 – RW-DPLA overview

- Recollection Wisconsin aggregates digital versions of historical resources from Wisconsin libraries, archives, museums and historical societies, and provides guidelines and training to help standardize cultural heritage digitization efforts across the state.
- DPLA brings together the riches of America's libraries, archives, and museums, and makes them freely available to the world.

Slide 13 - What is a service hub?

- To help visualize the relationship between the different pieces of the Service hub relationship, one can imagine a local historical society or public library as a pond, containing in it unique, valuable cultural content. These ponds send their content through tributaries to the lakes, DPLA Service hubs, which aggregate data from the various cultural heritage institutions across their state or region, the ponds. The Service hubs then feed this content through rivers to the ocean, DPLA. The service hub model ensures that even the smallest institutions have an on-ramp to participation in DPLA

Slide 14 – Consulting

- The final piece of our mission statement is we help our members turn ideas into action. I know you all have a million ideas come to you during the course of performing your work and serving your communities and some of those ideas, you know, are amazing. You also know you don't always have the staff time and/or expertise to turn your ideas into action.
- Here's how we usually get involved to help with this. A member contacts us and asks for some help with a project. We work with the member to get a very clear understanding of what they are trying to accomplish and what they need to do so. We work with the library to develop processes and a plan to do the project. Sometimes that's all we do. Sometimes we manage the entire project, provide the expertise and execute the work that needs to be done to complete a project. We do this with both WiLS staff consultants and experts we partner with from within our library community.
- You may have seen WiLS is hiring to add a Community Liaison and Service Specialist to help us with our consulting services. That's because we've been quite busy in with these projects. We'd also like you to know we are always looking for expert partners from within our community to work with us on projects, as needed, for our members. If you know you have expertise in a certain area or areas and are interested in being one of our community expert partners, please talk to us.

Slide 15 – Planning, Facilitation, Project Management, Workflow Analysis & More

- Here's an example of one of our recent consulting projects. This year, Kenosha Public Library was rethinking their technical services unit, both in terms of workflow and

structure. WiLS worked with them to define the project, identified two experts, coordinated the project, and evaluated the results with Kenosha Public Library. Kenosha was able to affordably get the information they needed to rethink their technical services unit without needing to invest much of their own time and energy in the project.

- In the last two years, WiLS has been hired by all 17 WI public library systems and a number of libraries of different types to help them with their projects.
- Here's an overview of what we've done.
 - We've helped develop 6 strategic plans for libraries.
 - We've assisted a number of libraries with their website redesign projects.
 - We performed workflow and process management studies, like the one at Kenosha, at a handful of libraries.
 - We coordinated and facilitated a cohort of 4 public library systems to help them develop strategic plans and at the same time learn from each other along the way to identify potential areas for collaboration.
 - We are currently working with 5 other public library systems on 3 projects as they explore new options for consolidating services or merging with other systems.
- While most of the work we've done this past year has had public library focus, we assist libraries of all types with projects and planning to help them improve and innovate. If you have any questions about these services please contact Bruce Smith or Stef Morrill.

Slide 16 – Any questions?

- Do you have any questions about what we've been working on or are able to help with?

Slide 17 – Your Turn!

- Now that you've heard a bit about what we've been doing, it's your turn to talk. For us, a big reason we have these regional meetings is to come to different regions of the state and bring libraries of all types together to share and learn from each other.

Is there something you'd like to share with the group about a recent success you've had, a challenge you are facing, a collaboration you are working on or an idea for one, or a bigger picture question you have been pondering about the future of libraries?