



2025 Annual Report

“Do your little bit of good where you are; it’s those little bits of good put together that overwhelm the world.”

Desmond Tutu



Each year, we choose a theme for our member meeting and annual report. It serves as a lens, helping us focus on what matters most and what we want to lift up. This year, the theme surfaced quickly and clearly: our members care deeply about their communities, and they demonstrate that care in tangible, meaningful ways.

We see it in the little bits of good happening every day across libraries and cultural organizations throughout Wisconsin.

We see it in programming, collections, and resources that honor the whole person. We see it in the commitment to represent voices too often overlooked. We see it in the outreach to neighbors who may feel unseen or unheard.

On any given day, these acts may seem small. But taken together, across all of our member institutions, these daily efforts form something powerful. They build trust and forge partnerships. They foster understanding where there is division. They open doors to those who may not always feel welcome. Most importantly, they offer care where it is needed most.

Here at WiLS, I see these same little bits of good in the work of our staff as we support and amplify our members' efforts. This report includes the numbers that reflect the volume of work completed in 2025 - it is an annual report after all! But it also shares something equally important: **our staff members' stories of impact and why our work matters.**

When we add up these little bits of good, we see more than a laundry list of activities. We see connection. We see commitment. We see communities strengthened through steady, everyday acts of care.

When asked what I do, I often say that I get to help the helpers. It is an honor for us to support you, our members, as you fulfill your essential missions. On behalf of everyone here at WiLS, thank you for that trust and privilege.

Let's overwhelm the world in 2026!
Jen Chamberlain, WiLS Executive Director

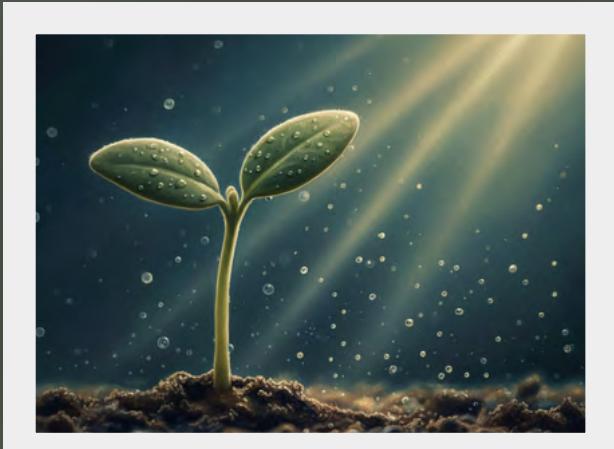
Our Mission

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

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

We help our members turn **ideas into action.**

Our Values



We work in the interest of our members.



We are confident in the resilience of our members.



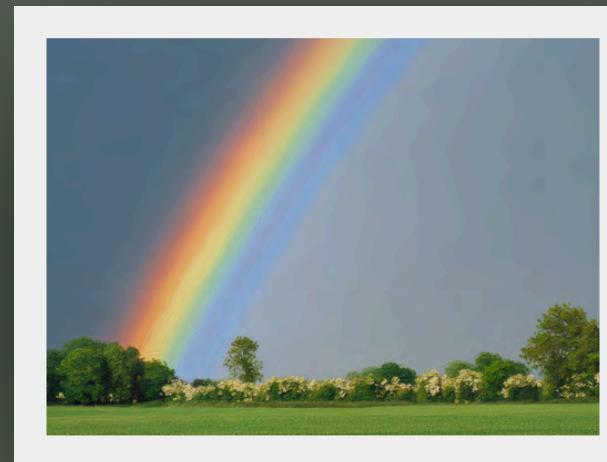
We promote new ideas and experimentation.



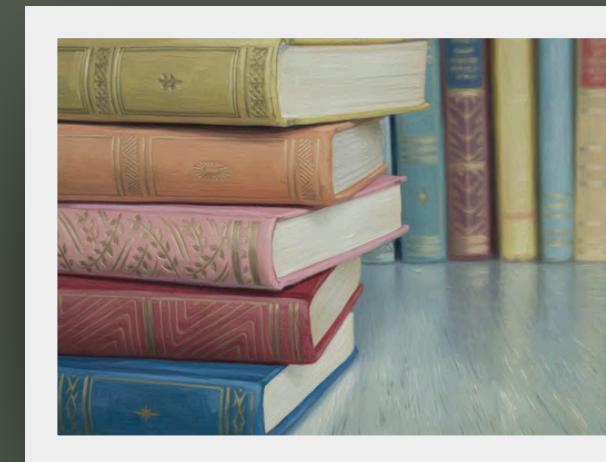
We strive to do the best we can.



We know that we are stronger together.

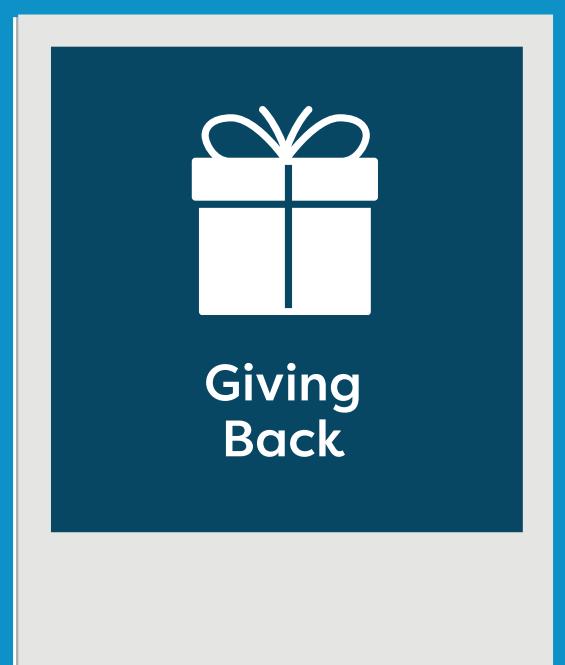
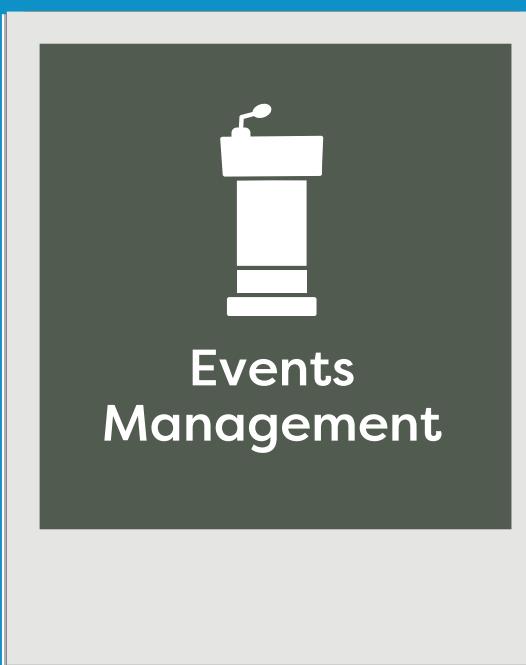
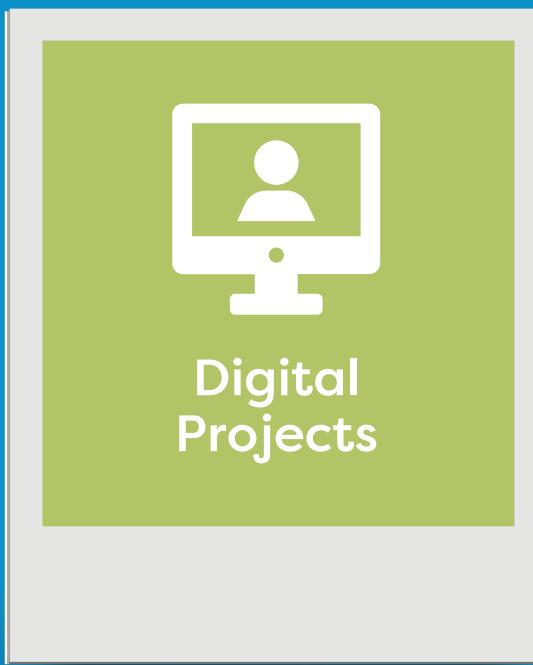
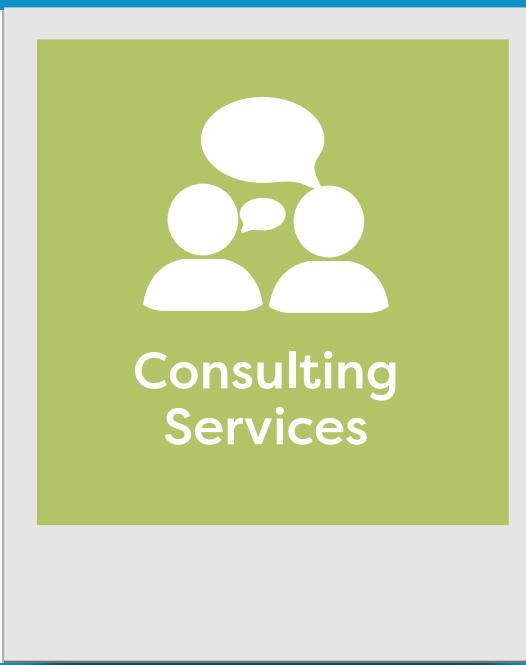
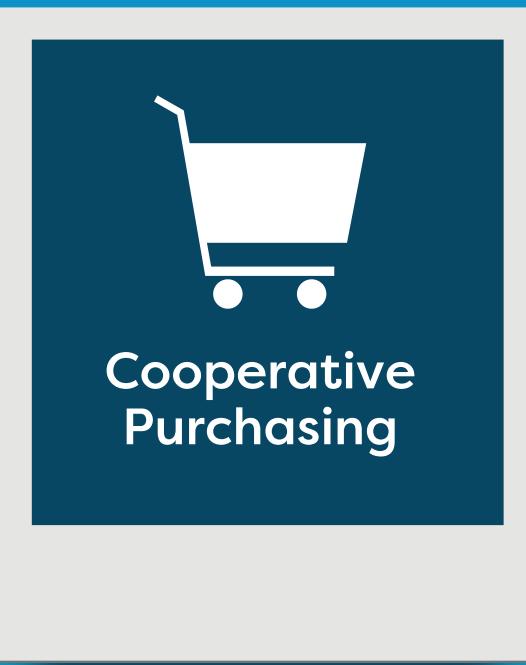


We are committed to equity, diversity, & inclusion.



We stand up for ALA's Code of Ethics and Freedom to Read statement.

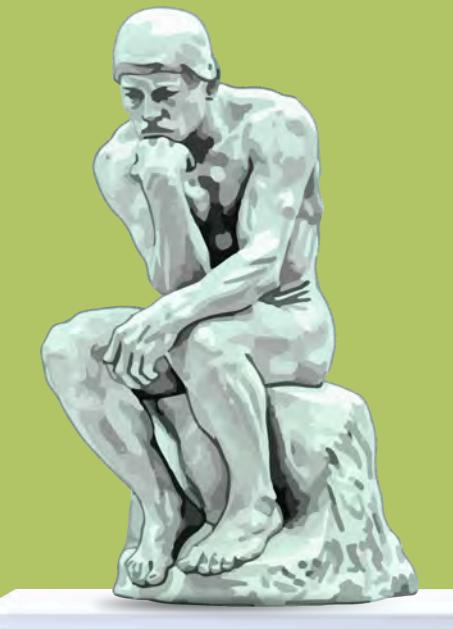
What We Do



Strategic Plan Goals



**Strengthening &
Building Community**



Fueling Innovation



**Organizational Health
& Sustainability**



Renee Anhalt

Madison College



Michelle Byholm

Chequamegon School District



Jennifer Follett

Madison Metropolitan School District



Frank Foss

Milwaukee Art Museum



Kristina Gómez

Milwaukee Public Library



Jennifer Gurske, Chair

Madison Trust for Historic Preservation



Mindy King

UW-Stevens Point



Sarah Miller

WiscNet



Kim Olson-Kopp

Viterbo University



Margaret Ottenad

Kettle Moraine School District



Andrew Prellwitz

Ripon College



Jill Roth

Demmer Memorial Library



Tasha Saecker

Appleton Public Library



Shannon Schultz

South Central Library System



Brenna Weston

Polk County Historical Society

WiLS Board

2025 in Pictures



The Year in Numbers

129

Consulting Projects
13 new in 2025

766

WiLS Members
49 new in 2025

496

Cooperative Purchasing Participants
27 new in 2025

323

WSDLC Members
22 new in 2025

256

Recollection Wisconsin Content Partners
9 new in 2025

Collaborations & Consortia



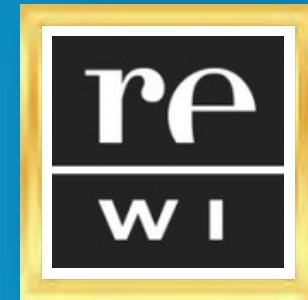
City Library
Collective



Culture Keepers
Collective



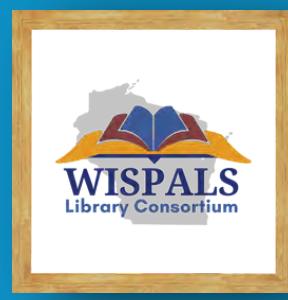
Horticulture Library
Consortium



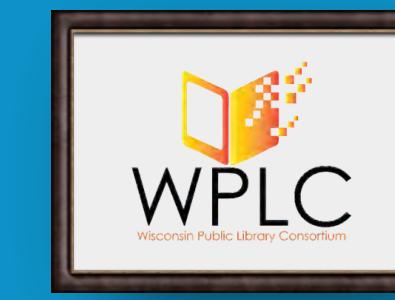
Recollection
Wisconsin



WISCAL



WISPALS



Wisconsin Public
Library Consortium



Wisconsin Schools Digital
Library Consortium

947 Collaboration Partners

WiLS' Collaboration Support services help libraries and cultural organizations work together efficiently and effectively, from meeting management to research to fiscal agency and more.

2025 Through Staff Experiences

We asked staff to share what they felt were some of the most important things they worked on this year at WiLS.

Here is what they said....



Jeff Brunner

Cooperative Purchasing
Program Manager
2013-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Our work to **streamline and improve Cooperative Purchasing processes** with an eye to increased team capacity. We need to make these changes in order to continue to provide **top-tier service** to our members at **affordable rates**. While it's work started in 2025, it will be a major focus in 2026 as well.

In his role at WiLS, Jeff helps members obtain the resources they need at prices that they can afford. He serves on the Strategy Group, assisting the Executive Director in setting strategic directions and priorities for the organization. He believes that libraries and other cultural institutions are strong forces for increasing social justice. For fun, he plays all sorts of games, digital and analog, alone and with friends.



Jennifer Chamberlain

Executive Director
2020-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Our **401K discretionary contribution plan**. For a long time, retirement benefits for staff felt just out of reach. This year, I'm proud to have introduced a discretionary 401(k) plan that allows a fixed contribution in years when our finances allow. It's a **tangible way to honor staff commitment**, and it **strengthens our ability to welcome and retain great people** into the future.

Jen loves supporting the WiLS team, connecting with members, exploring strategic partnerships, and stewarding WiLS' financial health and sustainability. She can also be found making soup, hiking with her dog Bean, soundly defeating her husband at gin rummy, reading her latest book club pick, catching live music, or hashing out life and the world with friends.



Melody Clark

Project and Consortia Manager
2016-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

The **WISPALS ILS migration**. We helped them to **save a lot of money** in the selection and migration processes and the consortium allowed them all access to this new ILS. Not only does **working together allow them to afford** the update, but they can also **learn from one another, share their practices and experiences**, and **save time** on learning and training.

Melody provides consortia management to WISPALS and the Wisconsin Public Library Consortium (WPLC). She manages WiLS' administrative team, the backbone to the organization, and serves on WiLS' Strategy Group and Staff Development Group. In her free time, she can be found tending to her gardens and indoor plants or trying to create things to bring more beauty into the world.



Andi Coffin

Communications and
Consortia Manager
2013-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Coordinating the lunchtime **meetups for academic libraries to discuss the changing landscape of government information**. I am so grateful that WiLS' **flexibility and approachability** prompted a member to directly ask us for support in convening the community to share challenges and successes and build a network among one another.

Andi coordinates WiLS' communications and provides consortia management services to WISPALS and Recollection Wisconsin. She serves on both the Strategy Group and Staff Development Group. She believes strongly in the public good, the value of labor, and the vital role of libraries in their communities. You can usually find her cooking and eating, dancing, and enjoying the company of her family, friends, and pets.



Laura Damon-Moore

Library Strategist
and Consultant
2020-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Supporting the Wisconsin Public Library Consortium (WPLC) strategic plan. Helping the consortium **activate their goals and objectives**, and in particular, getting a set of organizational values in place, will also help **guide their decision-making and goal-setting** into the future, allowing them to **move forward more quickly and consistently**.

Laura works mainly in WiLS consulting and also assists with WPLC consortium management. Laura's professional interests and training include Asset-Based Community-Led Development (ABCD), Appreciative Inquiry, and the intersection of creativity + libraries. In her free time, you can find Laura running, on her bike, or walking her dog Roo.



Sara Gold

New Business Development and
Consortia Manager
2007-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

The Ideas to Action Fund. Four of the nine 2025 recipients identify as BIPOC and/or have programming that is **centered on diversity, equity, and inclusion**. Also, we identified the need for revised guidelines around projects to **ensure the viability of the program** and keep it **accessible to all WiLS members**, regardless of organization size or type.

Sara builds relationships with vendor partners and members for the WiLS Cooperative Purchasing program. She serves as a project manager for WPLC and WSDLc consortia, is a member of the Strategy Group, and helps WiLS members bring ideas to life as a facilitator of the Ideas to Action Fund. In her free time, she loves to try new restaurants and recipes, work in her garden, coax all the birds to her yard, and spend time with friends, family, and her dog, Max.



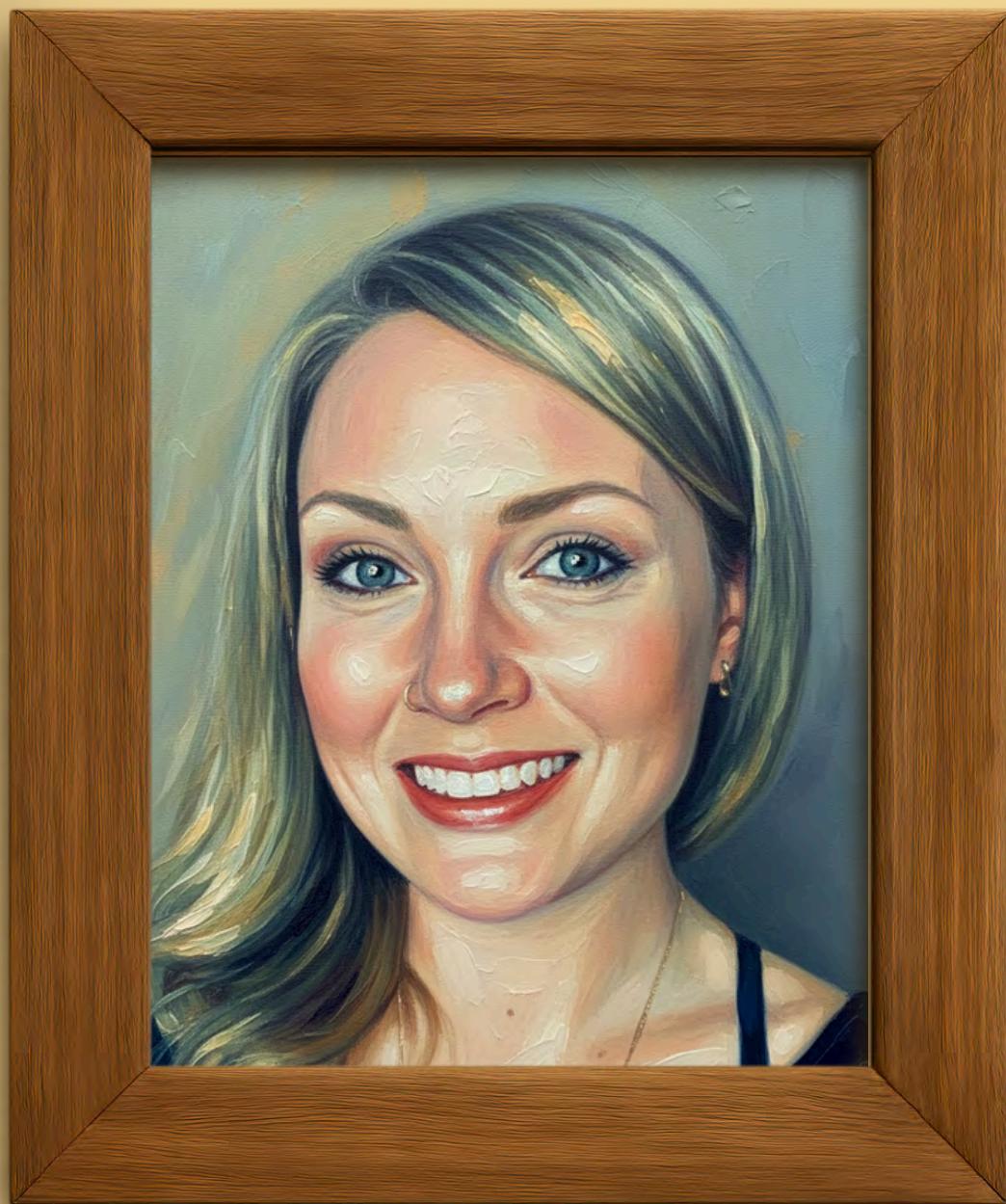
Erin F.H. Hughes

Digital and Community
Outreach Archivist
2017–Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

The Culture Keepers Convening & Collective engagement, including coordinating the Convening, virtual Collective gatherings, and coffee hours, as well as launching the monthly email digest. This work focused on **strengthening relationships** among Tribal cultural workers, **deepening engagement**, and sustaining the Collective as a **trusted community space**.

Erin supports Indigenous knowledge preservation and language revitalization through the Culture Keepers Collective. She leads training on the Mukurtu CMS and facilitates outreach to and communication with tribal archives, libraries, and museums in Wisconsin. Erin strives to enhance equity, diversity, and inclusion within the archival community. In her free time, she loves to read, do all kinds of fiber arts, paint, cook, garden, and spend time with her family and friends.



Kim Kiesewetter

Data Analyst and Consultant
2020-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

WiLS Data Classroom. By working alongside Data Classroom participants through this course to increase data literacy, skills, and confidence, I'm proud to be able to set them up for future success to **understand their communities, develop vital services and programs, and advocate for their libraries**. I hope sharing that work at WLA 2025 inspired others, too.

Kim works on a variety of library-centric, data-driven projects with the WiLS consulting team, bringing with her over a decade of research and evaluation experience. Her approach to projects is warm, open, and accessible and focuses on intuitive and accessible deliverables. She also serves on WiLS' Ideas to Action Fund team. In her free time, she enjoys running, hiking, and kayaking as a complement to her other favorite hobby: eating delicious food.



Tom Klement

Chief Financial Officer
2005-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Our financial transparency and stability. I am proud of ending all of my 21 years with WiLS with no material differences in our audit and reviews. This is also a testament to the **staff** I have been lucky to work with and **members** that I have been fortunate to meet through **Board** and **Committee** involvement. WiLS will be in **good financial shape for a long, long time!**

Tom has overseen the finances for WiLS for over 20 years. He loves working for the Wisconsin library community and feels that libraries are the cornerstone to every community. Tom was born, raised, and still resides around the east side of Madison, close to most of his family. He enjoys time with his family and loves all Wisconsin sports (watching and playing some) and spending time with friends.



Lisa Marten
Financial Coordinator
2008-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Expanding member access to our electronic payment options. Encouraging our community to use our electronic payment options – credit card and ACH – not only **cuts down on the staff time spent processing**, but also on the time between when payments are sent by the member and when we deposit them, **from 2-3 weeks to 2-3 days!**

Lisa provides financial services for WiLS and works with members and vendors on invoicing and payment. She is part of WiLS' Administrative Team, ensuring WiLS is running effectively and efficiently! Her favorite part of her job is reconciling budgets and investigating any discrepancies. Outside of work, you'll catch Lisa putting together jigsaw puzzles, reading a good book, or watching Ms. Rachel with her son (their cat, Nox, sometimes joins them for snuggles).



Melissa McLimans

Library Strategist
and Consultant
2015-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Developing new services to meet member needs.

Through projects like strategic plan coaching and the Strategic Planning Peer Network, WiLS shows that we are **listening** to our community. When we notice a need, we offer a new **service or support for members** to **connect** with each other, stay connected with us, and build practical plans that **move their organizations forward**.

Melissa leads strategic planning processes with public libraries, library systems, and other organizations as part of WiLS Consulting Services. Melissa is well-experienced in data collection, including administering community surveys, leading focus groups, and conducting interviews, as well as facilitating planning meetings and writing strategic plans. She has a deep knowledge of library and library system needs.



Rebecca Rosenstiel

Projects Coordinator
2019–Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Helping the Horticulture Library Consortium find new digital collection platforms and packages to fit their needs. Their task was easier because of WiLS' **strong relationships with vendors.** By completing the initial work of contacting vendors and compiling the necessary information, we were able to **free up HLC members' time to dedicate to making their decisions.**

Rebecca is a part of WiLS' Administrative Team, supporting her colleagues and many WiLS services by coordinating meetings and travel, taking notes and organizing ideas, and ensuring members get answers to their questions. She also works closely with the WSDLC and assists internally with the WPLC and WISPALS. Outside of work, she finds joy in knitting and needlefelting, hiking and kayaking, and playing board games with her family.



Nick Smith

Operations Assistant
2021-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

Vendor orders check-ins. Last summer, another staff member and I started meeting weekly to work on unusual vendor invoices and other tricky financial projects – things we would have typically done alone. It's all really messy and muddy work that can be very frustrating, but it's been **truly revolutionary to do this work together instead of suffering separately.**

Nick works mainly on WiLS' Administrative and Cooperative Purchasing Teams, taking care of day-to-day functions, helping out on projects across WiLS, and, on the Cooperative Purchasing side, bringing discounts to K12 and Public libraries on the resources they use daily. When he's not working, you can find Nick backpacking, going antiquing, playing tabletop and video games, and relaxing at home with his cats.



Kristen Whitson

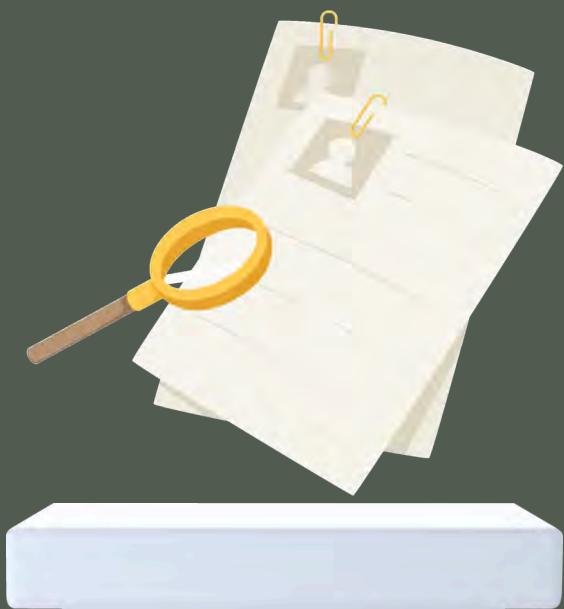
Digital Specialist and
Consortia Manager
2020-Present

What was a WiLS project you worked on in 2025 that you feel had a significant impact?

The Newspaper Think Tank. Last fall, we were able to both **build a community** and **spark innovation** by seeing a need in the cultural heritage landscape for creating and accessing digitized historic newspapers. We **convened the interested parties** to start talking about it and, while we don't have a specific outcome yet, we have more **direction and clarity** than we previously did.

Kristen supports Recollection Wisconsin and a wide range of other digital cultural heritage initiatives. She is deeply committed to making history and library spaces more welcoming and representative, with particular interests in LGBTQ+ history and community-driven projects. Kristen and her family enjoy food from start to finish: gardening, chicken- and bee-keeping, harvesting, preparing, preserving, cooking, baking, and of course: eating!

Looking Ahead



Documentation Lab

An eight-week, hands-on cohort designed to help participants build strong documentation practices that build efficiency and bolster sustainability.



Expanding Data Skills

Building on the WiLS Data Classroom, expanding data use and knowledge throughout our community and collaborations we work with.



More Purchasing Options

Responding to needs and marketplace gaps, WiLS will offer increased options for purchasing, including Amazon Business Prime for public libraries.

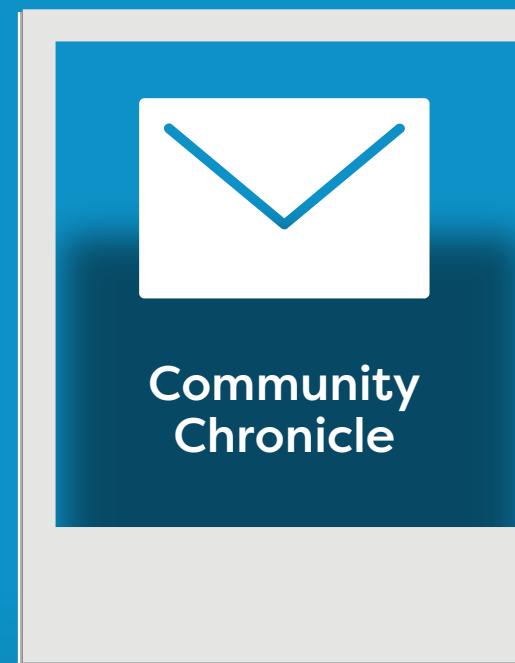
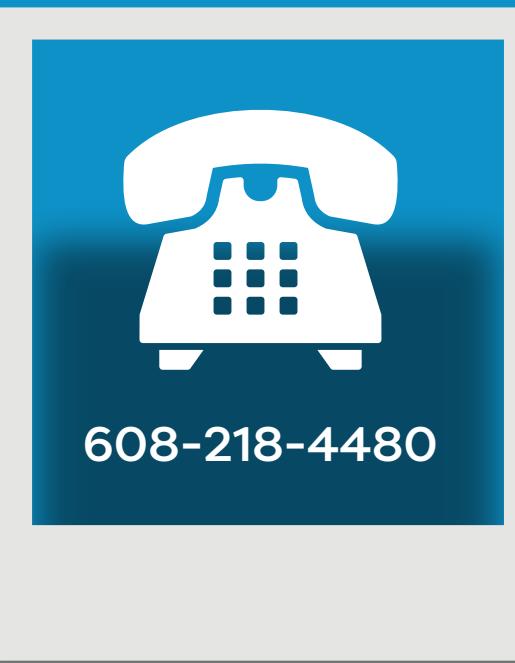


Be on the lookout for the WiLS 2026 Community Survey!

We want to hear your thoughts about WiLS and our services, both current and potential. Your feedback is critical to our work and our success at serving our community of libraries and cultural organizations.

The survey will open in March 2026. Please take a few minutes to respond. You might even win coffee and donuts, hand-delivered by WiLS' Executive Director, Jen Chamberlain!

Connect With WiLS



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