

Bridges Library System Staff Reports

July 2023

Karol Kennedy – Library System Director

2024 Bridges Library System Budget: I spent a great deal of time this month creating the preliminary draft of the Bridges Library System 2024 budget. On June 30, the budget bill was sent to the desk of Governor Evers who completed his veto review, released his changes in a [Governor's Veto Message](#), and signed the budget bill into law on July 5, 2023, securing the state library aid package supported by [WLA](#). The result is an increase in state aid to systems in 2024 of 9.99%.

As always, I am extremely grateful for the Bridges staff, especially Rachel McCracken, and Waukesha County Senior Financial Analyst Alex Klosterman for their work in preparing the annual budget. APL will be discussing the draft budget at a meeting on Friday, July 14. Any changes recommended by APL will be brought forward to the board for consideration at the Bridges Library System Board meeting on July 19.

2024 County Library Budgets: As part of the county library budget process for both counties, I also review and approve adjacent county library requests. The deadline for requests was July 1, so the county library budget request can't be finalized until after that date. I worked with Alex to finalize the Waukesha County request. The Jefferson County request will go to the Jefferson County Library Service Board for review later this month.

Waukesha County Appointments to Local Libraries: Wisconsin Statute 43.60 allows a county chairperson, with the approval of the county board, to appoint from among the residents of the county additional members to the library board of a public library of a municipality located in whole or in part in the county. These appointments are made every three years in proportion to the level of county funding for library operations and were finalized by the Waukesha County Board on June 27. The County appointed 21 individuals to seven Waukesha County public libraries. All terms are for three years.

Mellanie Mercier – Automation Coordinator & Assistant Director

Last month I attended ALA and met with all of our vendors as well as attended many sessions. Since I have returned, I have continued to meet with vendors on possible future projects, such as Messagebee (texting option for Café), WhoFi (wifi usage software for annual report), LibraryCalendar (calendar service for libraries), Clarivate about the Syndetics Unbound product to replace Novelist Select, Hoopla regarding the possibility of having lucky day copies of high demand titles, and DEI (diversity, equity and inclusion) collection analysis tool from Baker and Taylor. I have also been working with Capira on the next version of the app, which should be released in the next two weeks and the county IT department on the data dashboard which will hopefully be ready in October. Angela and I are also beginning to meet with the county IT staff about a voting solution for the Kids Choice program.

Laurie Freund – Coordinator of Library Development



buildings.

[Wisconsin Library Buildings & Spaces](#): This statewide project is now live as a page on the SEWI Libraries website to address the information needs regarding the physical facilities. Be sure to view some on-demand webinars that cover a range of topics. Some of these presenters will also be available for Live Q&A Sessions during the last week in July to answer questions people have after viewing their recordings. You will also find other useful resources and a list of libraries around our state that have recently completed renovations or new



[There's an App for That?! Wisconsin Social Services webinar \(August 9\)](#):

Become familiar with how people can easily access needed social services in our state using mobile apps and mobile-optimized websites. Three services will be highlighted: 2-1-1 Service, MyACCESS, and LIFT Wisconsin. Go to the link for more information and to register for the webinar.



[WI Trustee Training Week \(August 21-25\)](#): Registration is open for these lunch hour web sessions. Each day will consist of a web session on a topic of particular interest to library trustees. These sessions are open to library trustees and library staff. Here is a list of this year's sessions:

- Mon. August 21: No More Neutral: How to Use Marketing to Position Your Library in Challenging Times
- Tue, August 22: Wisconsin Library Law
- Wed, August 23: Nurturing Your Library Culture
- Thu, August 24: LGBTQ-Inclusive Trusteeship
- Fri, August 25: Elected Officials are People, Too

Save the Date! SEWI Library Directors Retreat (Aug 25): Library directors can mark their calendar for this annual event where they can meet and network with other colleagues in the SEWI Libraries region and attend sessions of special interest to directors. More information and registration will be coming soon!

My CE Activities: I attended the American Library Association's Annual Conference in Chicago June 24-26. Some of the sessions included topics on collaborative programming, serving entrepreneurs, understanding the information needs of businesses that have a social conscious aspect or goal, programming with accessibility considerations in mind, and some poster sessions on a variety of topics. I was also able to visit some federal government and nonprofit booths in the Exhibit Hall.

Angela Meyers – Coordinator of Youth and Inclusive Services.

Youth Services:



Libraries are especially busy over the summer months as families make their way to the library while school is out of session. To help prevent the summer slide, libraries offer a Summer Library Program filled with lots of free activities and of course reading challenges. Bridges Library System provides the coordination and expense of three performers per library across the system. This summer, we had Hale O Malo, Snake Discovery, KidsPlay, Wendy & DB, Ryan Meisel's World Sound Exploration and Interactive Drum Circle, and a Sushi Workshop for teens and tweens (see the [schedule](#)). Some libraires have been reporting near pre-pandemic numbers at their library programs. In addition to the performers, Bridges also coordinates reading rewards for kids and teens to participate in the summer library program. This year, we have new incentives from Lou

Malnati's Pizzeria, Whitewater Aquatic & Fitness, and the Milwaukee Admirals.

Inclusive Services: This past month, I was invited to speak as a panelist for a podcast called Alzheimer's Speaks. I was amongst a group of others who coordinate memory cafes across the country. If you are interested in tuning into my interview, start at 22:20 using the following link:

<https://www.youtube.com/watch?v=yhv0-ZfN0s8>



attended our session.

The Annual American Library Association Conference was held in Chicago this year and I was invited to speak about the Library Memory Project. I co-presented with Timothy Dickey, Adult Services Librarian, from Columbus Metropolitan Libraries and Mary Beth Riedner, a retired librarian and creator of Tales & Travel Memories. Approximately 100 people

Beth Bechtel – Database Management Librarian

Library Visits: This month I visited Dwight Foster Public Library in Fort Atkinson for consulting about creating call numbers and Mukwonago Community Library for discussion of cataloging training and Library of Things items management.

Cataloging Meeting: At the CAFÉ Cats virtual meetup this month we talked about editing incomplete OCLC bib records, using WorldCat to find OCLC control numbers, handling the increase in duplicate CAFÉ bib records, and the new statewide technical services email list (WiTS).

Continuing Education: I am grateful I was able to attend the American Library Association (ALA) Annual Conference in Chicago, June 24-26. I talked with our vendors who offer catalog services and set up

follow-up meetings to make sure we are using their services well, attended sessions about current issues in cataloging, and generally immersed myself in all things library.

Emily Heller – Public Communications Coordinator

Library Passport Challenge: The Passport Challenge continues to be popular with patrons! Hundreds of passports have been stamped and member libraries are reporting visitors coming in from other libraries! Exactly as we hoped.

"I had a couple in here about an hour ago that is visiting 6 libraries today and planning on visiting all of them. They said it's really nice to put an image of each different library with the name." ~ Nancy, Mukwonago Community Library

"I was at Palmyra for their SLP performance, and a family was there to get their passports stamped. Their home library is Jefferson. They decided to stay for the program while they were there!" ~ Angela, Bridges Library System

The Library Passport Challenge social media posts have also had the most reach on both Facebook and Instagram over the last 30 days. Carlee, Outreach Librarian at Dwight Foster Public Library in Fort Atkinson, featured her passport journey on Instagram! [Watch 1-12](#) • [Watch 13-24](#) (Thanks Carlee)

Libraries in the News & On Air

- Fox 6 Wakeup: The Library Passport Challenge was featured with Suzanne Spencer on June 15. [Watch the Segment](#)
- Channel 3000: The "Snake, Rattle and Roll" Snake Discovery Program at Karl Junginger Memorial Library in Waterloo was showcased on June 27. [Watch the Segment](#)
- Alzheimer's Speaks Radio: The Library Memory Project's Memory Cafés were highlighted by radio host, Lori La Bey, on her podcast! (Catch Angela Meyers at 21:15 mins.) [Watch the Interview](#)

Statewide Marketing Cohort: Currently coordinating orders for all member libraries for the Promotional Stickers to help support Library Card Sign-up Month in September are underway! There are 5 designs to choose from:

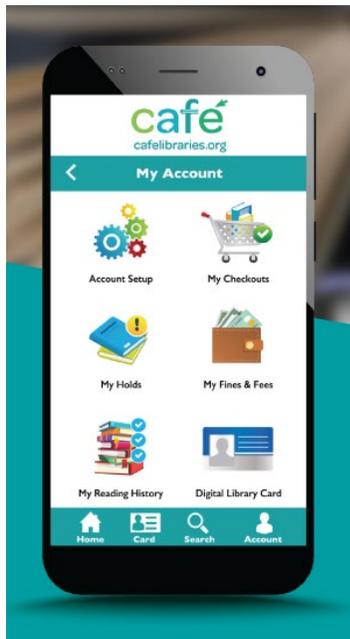


Marketing Materials Updates

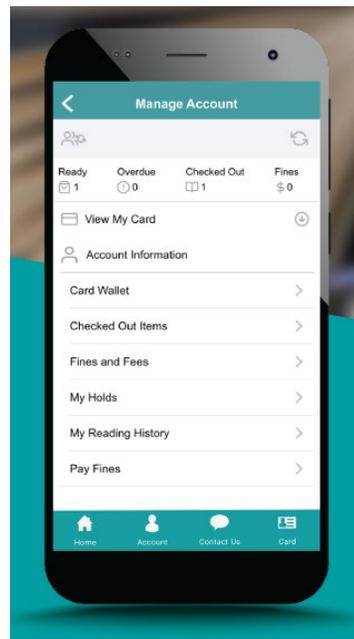
The Café App will have a new look and updates soon! I have edited the trifold brochure images to reflect the update in English and Spanish. This is the most requested marketing piece from member

libraries.

OLD VERSION



UPDATED VERSION



SEWI Libraries Webpage

The *Wisconsin Library Buildings and Spaces* website is live and available for viewing the on-demand webinars and registering for live Q&A sessions.

Check it out: sewilibraries.org/library-buildings-spaces

July Newsletters:

- Marketing Magic (July – Part 1) resources for library staff [55.21% Open Rate]
- Monthly Legislator Newsletter [16.67% Open Rate]
- Monthly Bridges Newsletter = Email was sent after this report, results will be next month.

Rachel McCracken - Departmental Executive Assistant

Budget 2024: I assisted Karol with completing the data entry side of the budget. I entered the final dollar amounts into FMIS and ran reports to ensure accuracy.

Continuing education: I continue the class from Gale Courses on Microsoft Excel.

Cataloging: I have been assisting Beth with entering the book award information into the Polaris catalog.