

Bridges Library System Staff Reports

August 2023

Karol Kennedy – Library System Director

2024 Bridges Library System Budget: I attended the Waukesha County Executive budget review and presented the preliminary budget approved by the Bridges Library System Board in July. The final version of the budget will be brought to the board for consideration at the September Bridges Board meeting.

2024 Jefferson County Library Budget: The 2024 Jefferson County library budget request was approved by the Jefferson County Library Service Board and then submitted to the Jefferson County Finance Director. The Finance Committee Budget Hearing is scheduled for Thursday, September 14.

Jefferson County Library Service Board: The Board met on July 27 to review and approve the 2024 Jefferson County Library budget request and 2022 Jefferson County Libraries Annual Report. The Annual Report was presented to the County Board in August.

System and Resource Library Administrator Association of Wisconsin (SRLAAW): The third quarter meeting of this group was held in Wausau. Updates were provided on library broadband services, the statewide Library Compensation Study completed this past spring, and state budget advocacy. The meeting also included reports from affiliated organizations and discussion of current library topics.

Bridges Staff Resignation: Executive Assistant Rachel McCracken resigned from her position at Bridges. Her last day will be August 18.

Professional Development: I attended the Intellectual Freedom Special Interest Group meeting which included a presentation entitled *Successfully Navigating a Program Challenge* by Amy Mitchell, Marketing & Communications Coordinator at Beloit Public Library. Amy detailed the 10 steps they took to navigate a challenge to the drag queen storytime offered at their library. I also attend a Niche Academy webinar, *Understanding Intellectual Freedom and Censorship*.

Mellanie Mercier – Automation Coordinator & Assistant Director

We have enabled Syndetics Unbound in the Café catalog, changing from Novelist Select (read alike, authors, etc). Click on the title and scroll beneath the call numbers to see it.

Laurie Freund – Coordinator of Library Development

Bridges Trustee Appreciation: As a reminder, Thursday, September 28, is the date for this year’s annual event and it will be held at Watertown Public Library. Since the theme will be art in libraries, we will be distributing blank posters at the APL meeting to each library so you and your staff can fill in and your library’s show art activities, programs, and community partnerships in this past year. We will have a space at the event to display the library posters. Invitations to the event for trustees and directors will be going out very soon.

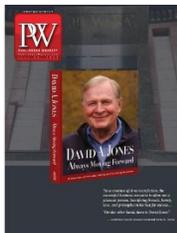
Bridges Adult Services Meeting: Eleven library staff members representing nine member libraries gathered July 19 at Pewaukee Public Library to discuss collection development for the focus of the meeting and then shared news regarding other library services and programs for adults. The meeting summary and lists of resources helpful for collection development, book repair, and solar eclipse activities were sent out to the Bridges libraries’ adult services staff.



Wisconsin Library Buildings & Spaces update: I led this statewide grant project with three other team members from other Wisconsin library systems. The purpose of the project was to provide a resource related to library buildings such as renovations, space reconfigurations, new buildings projects and more. The web page went live on the SEWI Libraries website at the beginning of July. During that month, we had 878 views of the page from 424 users and had 255 views of the 12 video recordings. We also had approximately 60 attendees total for the four Live Q&A sessions, which were held during the last week of July. The web page continues to be available, as the planning team evaluates and discusses how this project can be improved and expanded.

Angela Meyers – Coordinator of Youth and Inclusive Services.

Inclusive Services: Bridges Library System and participating member libraries have recorded more than 155 stories in partnership with StoryCorps. This month, Nan Champ with Pewaukee Public Library, and I, facilitated a recording with Paul Farrow, Waukesha County Executive and his Chief of Staff, Shawn Lunde, to talk about Paul’s career and how his late mother, Margaret Farrow, was one of his biggest supporters. Please help us reach our next goal of 200 recordings by the end of April 2024, when our StoryCorps partnership expires. [Find more information](#) on the Bridges’ StoryCorps project and to sign up.



I was interviewed by Publishers Weekly, a leading news magazine for the book industry, about inclusive services provided by Bridges Library System. [Linked](#) is the article, *Access for All at the Public Library*.

Youth Services: Bridges Library System sponsored three performances at each member library



for the Summer Library Program. Along with offering family focused programs, this year I coordinated a teen/tween specific workshop on how to make sushi rolls with Chef Jenny Lee with Perilla Kitchens. We had on average 15 tweens/teens at each workshop.

Professional Development: I completed a Knowbe4 training on AI Chatbots: Understanding their use, risks, and limitations in the workplace via Waukesha County.

Beth Bechtel – Database Management Librarian

Library Visits: This month I visited Pauline Haass Public Library in Sussex for a consult as part of their new catalogers' training. I also visited Hartland Public Library with Shawn Carlson where we met with the director and staff about Polaris cataloging and circulation.

Cataloging Meetings: At the CAFÉ Cats virtual meetup this month we talked about RFID tagging of new materials, leaving MARC 970s fields in bib records, tips for searching WorldCat for bib records, and what to consider when adding serially published materials such as travel guides to the online catalog.

Continuing Education: I attended the new Wisconsin Association of Academic Librarians (WAAL) and Technical Services Section (TSS) one-day online conference. Offered were nine time-slots of interesting sessions. Most useful were *“Creative Collaboration: Solving Cataloging Problems for a Small Staff”* where the presenters discussed cataloging collaboration between Prairie Lakes and Southwest Wisconsin library systems, and *“Are You Ready for It? Yes, You Are! Create Your Own Library of Things Collection”* where presenters described their institutions' special “things” collections.

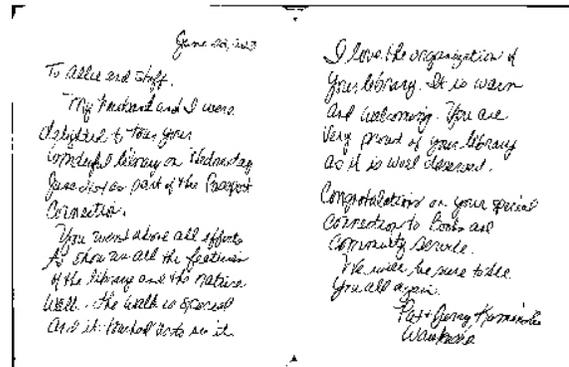
Emily Heller – Public Communications Coordinator

August is Back-to-School Month: I will be attending “Ready Kids For School Event” in Jefferson with Jefferson Public Library on Sat., Aug. 12. The event provides free school supplies to qualified families and aims to connect them with resources in the community, including libraries.

I am also promoting the resources available for kids, teens and adults at their libraries throughout the month.

My husband and I were delighted to tour your wonderful library on Wednesday, June 21st as part of the Passport Connection. You went above all efforts to show us all the features of the library and the nature walk. The walk is special and it touched us to see it. I love the organization of your library. It is warm and welcoming. You are very proud of your library and it is well deserved. Congratulations on your special connection to books and community service. We will be sure to see you all again.

- Pat and Jerry K., Waukesha



StoryCorps Promotions: I am working with Angela Meyers, Kelly Davis and Amy Christian to develop a StoryCorps marketing campaign for the end of 2023 and into 2024.

Waukesha County Executive Paul Farrow and Chief of Staff Paul Lundie participated in StoryCorps at Pewaukee Public Library on August 2. He posted about the experience on social media. I will also be working with his PIO, Hillary Mintz, to do additional promotions once his story is published.

Library Card Signup Month Promotions: I am developing a marketing campaign for September that aims to recruit new users to the libraries. It includes a press release, social media posts, a marketing toolkit for member libraries and advertising. A collaboration with Milwaukee County is also in progress.

Statewide Marketing Cohort: I am working with some members of the State Marketing cohort to update the website <https://getyourlibrarycard.org/> to include the counties in Northern Waters Library Service. New images may be added to the website to help tie it to the promotional "I Got My Library Card" stickers as well.

I Love My Librarian Award: We are sharing the ALA's I Love My Librarian Award nomination on social media and in the newsletters. It encourages patrons to nominate a librarian that has made a difference to them or in their communities. The award is \$5,000. Nominations are due by September 30. <https://ilovelibraries.org/love-my-librarian/>

August Newsletters:

- Marketing Magic resources for library staff: (August – Part 1) = 62.89% Open Rate
 - o Monthly Bridges Newsletter:
 - July = 44.66% Open Rate
 - August = 43.9% Open rate (so far)