



**CITY OF
MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING**

**Ald. Ashanti Hamilton, President
John Gurda, Vice-President
Sup. Theo Lipscomb Sr., Financial Secretary
Paula Kiely, Secretary**

**Michele Bria, Denise Callaway, Ald. Milele Coggs, Sharon Cook, Ald. Nik Kovac,
Chris Layden, Sam McGovern-Rowen, Joan Prince, Dir. Mark Sain
Secretary's Assistant: Crystal Sura (414) 286-3021**

**Tuesday July 23, 2013
4:30 p.m.
Central Library
814 West Wisconsin Avenue
Milwaukee, WI 53233**

AGENDA

PUBLIC COMMENT

APPROVAL OF MINUTES June 25, 2013 Regular Meeting.

Attachment A, page 3

COMMITTEE REPORTS

1. **Building & Development Committee**. The committee will report on their meeting of July 18, 2013 regarding Central Library cooling tower replacement, the East Library design and 2014 capital budget request and facilities plan.
2. **Finance and Personnel Committee**. The committee will report on the July 23, 2013 meeting regarding the review of the performance of the MPL Trust Fund investments and strategies and internal accounting.
3. **Milwaukee County Federated Library System (MCFLS) Board**. Trustee Kovac, Resource Library Representative, will report on the July 15, 2013 MCFLS Board meeting.

OLD BUSINESS

4. **System and Resource Library Administrators Association of Wisconsin (SRLAAW) Recommendations**. The Board will consider next steps related to the recommendations in light of the Governor's veto and the August SRLAAW meeting.

Attachment B, page 15

5. **Legislative Visits.** The Board will discuss visits to the library by Wisconsin State Legislators.
6. **Strategic Plan.** A draft Milwaukee Public Library Strategic Plan will be presented to the Board for consideration by Director Kiely and consultant Marc Futterman.

NEW BUSINESS

7. **Patron Bannings.** Library administration will seek Board approval for lifetime bans from all Milwaukee Public Libraries of three patrons: Maurice Cobb-Lampkins, Maurice Coleman, and London Davis.
8. **Library Conferences.** Trustees Hamilton and Prince and Director Kiely will share their experiences at the Urban Libraries Council Annual Forum and the American Library Association Conference.

ADMINISTRATIVE REPORTS

9. **Personnel Actions.** Library administration will report the personnel activity for June 2013.

Attachment C, page 17

10. **Financial Report.** The financial reports for June 2013 will be presented. Library administration will report the financial activity:
U. S. Bancorp Commercial Paper #362089206 (rated A1/P1) dated 06/05/13 and
maturing 07/05/13 at a rate of 0.09%.....\$513,000.

Attachment D, page 18

11. **Library Director's Reports.**

Attachment E, page 20

REMINDER: Next scheduled meetings are:

August – Recess

September 24 – Martin Luther King Library – 4:30 p.m.

ADJOURNMENT

Persons engaged in lobbying as defined in s. 305-43-4 of the Milwaukee Code of Ordinances are required to register with the City Clerk's Office License Division. More information is available at www.milwaukee.gov/lobby or by calling (414) 286-2238.

Please be advised that members of the Milwaukee Common Council who are also members of this body will be in attendance at this meeting. In addition, Common Council members who are not members of this body may attend this meeting to participate or to gather information. A quorum of the Common Council or any of its standing committees may be present, but no formal Common Council action will be taken at this meeting.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. Make requests to the Library Director's Office at (414) 286-3021, 286-2794 (FAX), 286-3062 (TDD), or Central Library, 814 W. Wisconsin Ave., Milwaukee, WI 53233 Attn: Accommodation Request.

**MILWAUKEE PUBLIC LIBRARY
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday June 25, 2013
Central Library
814 West Wisconsin Avenue
Milwaukee, WI 53233**

PRESENT: Michele Bria, Ald. Milele Coggs, Sharon Cook, John Gurda, Ald. Nik Kovac, Sam McGovern-Rowen, Dir. Mark Sain, Paula Kiely

EXCUSED: Denise Callaway, Ald. Ashanti Hamilton, Chris Layden, Sup. Theo Lipscomb, Joan Prince

STAFF: Consuelo Hernandez, Joan Johnson, Dawn Lauber, Kathryn Mlsna, Taj Schoening, Crystal Sura

OTHERS Amy Hefter, Legislative Reference Bureau

PRESENT: Eric Pearson, Budget and Policy

Vice-President Gurda called the meeting of the Milwaukee Public Library Board of Trustees to order at 4:40 p.m. on June 25, 2013 with a quorum attained at 5:20 p.m. All action items were approved with a quorum present. Trustee Coggs participated by conference phone. Agenda items were taken out of order; however, these minutes are presented in numerical sequence.

PUBLIC COMMENT None

APPROVAL OF MINUTES Trustee Cook moved and Trustee Sain seconded a motion to approve the May 21, 2013 minutes. Motion passed.

COMMITTEE REPORTS

1. **Milwaukee County Federated Library System (MCFLS) Board.** Agenda item 2 was addressed during this discussion. Trustee Kovac provided a brief report from the June 17, 2013 meeting. A letter dated June 10, 2013 to Stef Morrill, from MCFLS Board President Paul Ziehler was distributed. Director Kiely explained that Ms. Morrill is the facilitator for the System and Resource Library Administrators Association of Wisconsin (SRLAAW) subcommittee process on Creating More Effective Library Systems. Of the recommendations from the subcommittee, the MCFLS Board strongly opposes the following two: the requirement that a library system consist of no fewer than three counties and eliminating the statutory requirement for resource libraries. The letter from MCFLS Board President Paul Ziehler opposing the two recommendations is attached at the end of these minutes. Director Kiely recommends the MPL Board President send a letter of opposition. Discussion ensued regarding the Wisconsin Department of Administration's (DOA) Joint Finance Committee budget amendment requiring DOA, "in consultation with the Wisconsin Department of Public Instruction (DPI), to conduct a study to identify potential savings in public library systems through consolidation, technology, efficiencies, lean practices and service sharing." Trustee Cook expressed concern regarding the study and suggested that MPL be prepared to respond to the outcome. Trustee Kovac moved and

1. **Milwaukee County Federated Library System (MCFLS) Board.** (continued)
Trustee McGovern-Rowen seconded a motion giving authorization to Director Kiely to address the letter of opposition to one or more persons as deemed appropriate after consulting with the City's lobbyist. Motion passed.
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OLD BUSINESS

2. **System and Resource Library Administrators Association of Wisconsin (SRLAAW) Update.** This item was addressed during discussion of agenda item 1.
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3. **East Library.** Director Kiely reported that East Library's last day of service was Saturday June 22, 2013. Many patrons, along with Trustee McGovern-Rowen, attended a celebration at the branch library before its doors closed after 45 years of service. Library employees will move about 10% of the collection to the temporary location at 2430 N. Murray Avenue. The laptop dispenser, holding 18 laptops, funded by the Broadband Technology Opportunities Program, will allow patrons to check out laptops independent of library staff. As listed on the East Library Phase 2 Timeline - September 2012 through December 2014, attachment B, page 9 of the agenda, the opening of the temporary East will be July 1, 2013. The Mayor will attend an event marking the opening. Groundbreaking for construction of the new East Branch is scheduled for July 30, 2013. The new facility will open in late 2014. HGA representatives will present the interior design development drawings to the Board's Building and Development Committee on July 18, 2013. Director Kiely provided an update on the East Library's Herman Miller Eames chairs noting that the chairs will be offered for auction by Leslie Hindman this summer and fall. The funds raised from the sale will support public art in the new East Branch. Informational item.
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4. **Strategic Planning.** Director Kiely stated that good progress is being made on the plan. She has been meeting with Common Council members, discussing the process, the maps, service area and market segment data. A document titled Strategic Planning Early Findings was distributed and is attached at the end of these minutes. Early findings include: Young Families (39%) and Global Roots (22%) segment groups comprise more than half of city residents; reading and 21st century literacies need to continue to be a priority; programs, partnerships and staff alignment need support; the Metro City Edge is the segment with the highest patron potential; and, Zablocki Library has the highest patron potential among the service areas. The institutional values and outcomes were reviewed. The MPL managers and the strategic planning consultant developed three values that will give direction to a new vision and mission statement. A draft MPL Strategic Plan will be presented to the Board at the July 23, 2013 regular meeting for consideration. Trustee Cook asked how MPL is involved in Milwaukee Succeeds and their initiatives to improve the educational outcomes for children in the Milwaukee community. Director Kiely replied that library staff have been involved since inception. MPL has been focused on educating child care providers on the importance of developing early literacy skills. She added that a Pew research study, released in May 2013, focused on parents, children, libraries and reading. The survey the study is based on indicates that libraries are highly valued by young families, correlating with the strategic planning data. A related Leadership Brief, produced by the Urban Libraries Council, titled Libraries Igniting Learning, was distributed and is attached at the
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4. **Strategic Planning.** (continued)
end of these minutes. The brief will be the foundation of an upcoming conference in Chicago that will be attended by President Hamilton, Trustee Prince and Director Kiely. Information item.

NEW BUSINESS

5. **MPL Foundation Executive Director Search.** Director Kiely reported that she is working with MPL Foundation Board members searching for a replacement for the Executive Director. The goal is to have someone in the position in August. Informational item.

ADMINISTRATIVE REPORTS

6. **Personnel Actions.** The personnel activity for May was reviewed. Informational item.

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7. **Financial Report.** The financial activity for May was presented.
Library administration reports the financial activity:
U. S. Bancorp Commercial Paper #266074914 (rated A1/P1) dated 05/06/13 and maturing 06/05/2013 at a rate of 0.10%.....\$545,000.

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8. **Library Director's Reports.** Director Kiely referred to attachment E, page 14 of the agenda. She highlighted the library's outreach efforts the Basura Bash in Alderman Perez's district and the Career Fair in Bay View. When staffing permits, MPL attends community events to establish connections and partnerships.
Visits and circulation have decreased, due in part to the gradual reduction of the East Library collection in preparation for closing and moving to the temporary location. Statistics for East are expected to drop significantly during construction, depressing system-wide numbers. Informational item.

With no further business, the Milwaukee Public Library Board of Trustees meeting of June 25, 2013 was adjourned at 5:35 p.m.

6-19-13

709 North Eighth Street
Milwaukee, WI 53233

PH: 414-286-3210

FAX: 414-286-3209

June 10, 2013

Stef Morrill, Director
WILS
728 State Street, Room 464
Madison, WI 53706

Dear Stef,

On behalf of the Milwaukee County Federated Library System (MCFLS) Board of Trustees, I am writing this letter to you in your role as facilitator for the SRLAAW subcommittee process on Creating More Effective Library Systems.

We appreciate the work of the SRLAAW subcommittee. We know that all involved have put in many hours of considered reflection and we applaud all of you in your efforts. We support much of what has been proposed.

However, we would like to formally express our opposition regarding two of the preliminary recommendations found in the SRLAAW Subcommittee draft of April 29, 2013 – Progress Report and Preliminary Recommendations.

The first preliminary recommendation we oppose is

#6 – Replace the existing population standards for public library systems (s 43.15) with the following demographic and organizational standards:

Counties

- The library system has a minimum of three (3) participating counties.

The MCFLS Board (and its member libraries) feel that MCFLS should be exempted from any requirement for expanding beyond our current one county system. There are many reasons for this, including :

1). Service population. Milwaukee County already serves a population of 955, 205 (2012 est.) out of statewide population of 5,726,398 (2012 est.). This is 16.7% of the state population. One of every six residents of Wisconsin resides in Milwaukee County. There are 17 systems in the State. Some selective, justified mergers of existing systems can be accomplished without requiring Milwaukee County to do the same.

2) Efficiencies. We are already an excellent example of "economy of scale" services at its smartest and most efficient. Our already large service scale has resulted in great benefits in sharing, purchasing and collaborating. We are concerned that expanding MCFLS to an even larger size will make us too big and erode our quality of service.

3) Integrated Library System (ILS). We have developed an integrated library system that serves our members well. We do not have the same ILS as contiguous counties. We do not see where a likely required forced change in ILS vendors would benefit either MCFLS or any of the systems found in contiguous counties.

4) Delivery. We feel that delivery is already maximized in our system for efficiency. Further geographic expansion would cause additional complexities with no clear benefit.

The second preliminary recommendation we oppose is

#1 – Eliminate the statutory requirement for resource libraries. (s. 43.16).

It is our understanding that the results from the retreat in February pointed toward a "modernization" of the resource library statutory language rather than the elimination of the statutory requirement itself. We therefore recommend a careful and thorough examination of the specific language involved with the current resource library requirement. We feel it would be more appropriate to offer recommendations for modernizing the role of the resource library role than recommending its statutory elimination.

We appreciate this opportunity to express our opinion regarding the SRLAAW process on Creating More Effective Library Systems. We look forward to further dialogue as the process moves forward.

Thank you.

Sincerely,



Paul M. Ziehler, President
Milwaukee County Federated Library System Board of Trustees

Cc: Kurt Kiefer, Assistant State Superintendent, Division of Libraries and Technology,
Department of Public Instruction

Cc : John Thompson, Chair, SRLAAW

Cc : Board Presidents, MCFLS Member Libraries



LEADERSHIP BRIEF: LIBRARIES IGNITING LEARNING

ABOUT THIS LEADERSHIP BRIEF

Libraries and learning have always been connected. The activities they offer and the resources they provide support as well as contribute to successful learning. Today, however, their support of and contributions to learning may not be enough. Libraries can serve a more central role in designing and delivering high-quality programs that lead to learning outcomes that are not only purposeful, but also intentional rather than assumed or implied.

It is essential for libraries to have a more powerful role in learning because:

- Traditional education cannot meet today's learning needs alone.
- Succeeding in today's rapidly changing world requires a higher order of skills and continuous learning.
- Libraries have a wealth of learning assets such as databases, technology tools, meeting rooms, business centers, and more.
- Libraries already are trusted, inclusive, welcoming places for learners of all ages, in addition to being places where people can get the personalized learning and support that they need.
- Libraries can connect the dots between what people learn at school, at home, and from their peers.

Becoming more powerful learning institutions require a recommitment to innovation along with a willingness to redefine how libraries think and operate. Essential action steps include:

1. Embracing a central educational role built around improved learning experiences and outcomes for people of all ages.
2. Focusing on solutions and outcomes rather than activities and events.
3. Rethinking how programs can be created and delivered to become more participatory.
4. Encouraging and supporting experimentation, creation, along with discovery, particularly among young learners.
5. Identifying and communicating new, relevant outcomes for interest-driven learning.
6. Developing strategic partnerships with informal and formal learning institutions to leverage resources and create new learning pathways.
7. Becoming an active member in community-wide learning coalitions and systems.

This Leadership Brief highlights how libraries can leverage their capacities, assets, connections, and stature to ignite learning within the communities they serve.

21ST CENTURY LEARNING

Research shows that a comprehensive and continuous approach to learning which begins early, draws on a variety of resources, extends beyond traditional classrooms, is participatory in addition to being interest driven, will all help children, teens, adults, and seniors succeed not only in schools and careers, but in life. The following sections highlight learning principles that can guide, shape, and influence a library's role in learning.

Learning may occur at any time, any place, any path, and any pace. While schools and homes are important places where learning occurs,

libraries, museums, science centers, parks, afterschool programs, and technology centers (all known as "third learning places") are becoming equally as important.¹

Young people respond more positively to learning that is personalized, interest-driven, informal, and supported by peers and mentors. Interest-driven learning asks, "what is the experience you want youth to have as a pathway to learning" versus "what do you want youth to learn."

Well-designed networks that connect diverse resources improve learning outcomes. Networks convert isolated events into continuous learning by linking school, home,

community resources, mentors, and peers while providing multiple entry points into a learning experience based on interest. Hive learning, for example, encourages young people to move among learning experiences with a variety of environments which can be formal, informal, physical, or virtual.

Quality afterschool and summer learning programs improve learning outcomes, reduce out-of-school learning loss and support families and communities. With students spending only about 20 percent of their time in traditional classrooms, making the best use of the remaining 80 percent for sustained learning is essential for long-term success.

Technology is a catalyst for learning. Digital media facilitates a different kind of learning. It engages learners in new ways, provides connections for lifelong learning, and changes the way people gain, exchange, as well as create information and knowledge.

Well-designed, easily accessible, and welcoming spaces contribute to active participation and successful learning outcomes.

Learners of all ages are attracted to places where they feel comfortable; can find and do what they need and want to do; and are able to take ownership of their learning activities with fewer boundaries, structures, rules, and people in charge.

CONNECTED LEARNING AND LEARNING LABS

Connected learning is a research-based approach that makes learning relevant to young people, to real life, to work, and to the realities of the digital age where rapid change is constant. It emphasizes the vital connection among three learning spheres; interests, peer interaction, and academic studies. It is based on four learning principles:

- Everyone can participate.
- Learning happens by doing.
- Challenge is constant.
- Everything is interconnected. ⁱⁱ

Inspired by YOUmedia, a digital initiative for teens developed at the Chicago Public Library, Learning Labs are programs and spaces within libraries and museums where connected learning happens by empowering and motivating young learners to identify and pursue their true passions. The John D. and Catherine T. MacArthur Foundation as well as the Institute of Museums and Library Services are funding the expansion of Learning Labs within 24 libraries and museums.

LIBRARIES IGNITING LEARNING

Libraries are already at the center of lifelong learning. They are places where people of all ages pursue knowledge, expertise, and rich learning experiences; places where people learn and create rather than consume and check out. ⁱⁱⁱ Broadening library roles as community leaders and resources for 21st century learning require changes in how libraries think, operate, and engage in the community.

Six strategies for libraries to ignite learning are:

1. Understanding and embracing the library's role as a learning institution.
2. Offering high-quality learning experiences to diverse audiences based on research about what works.
3. Building strategic partnerships to form learning networks that will in turn broaden impact.
4. Increasing staff capacity to support learning strategies.
5. Designing spaces around the learner's priorities.
6. Raising the library's profile as a community learning leader.

Strategy #1: Understanding and embracing the library's role as a learning institution.

Schools are no longer solely responsible for educating the public. The "any time, any place, any path, any pace" model broadens learning opportunities and fits well within library capacity, resources, assets, audience, and community stature. Embracing the library's role as a learning institution involves:

- Understanding and communicating why learning is a key library priority.
- Maximizing staff capacity to make learning happen.
- Identifying and measuring relevant, realistic learning outcomes rather than just the materials used or program attendance.

- Creating internal connections among library learning programs as well as establishing links with programs offered by other community learning institutions.
- Placing the learner front and center when planning and designing learning experiences.
- Aligning library resources, tools, staff, and facilities to achieve learning outcomes. ^{iv}

Perhaps most important, defining the library as a learning institution requires library leaders to think more like educators and less like service providers.

Strategy #2: Offering high-quality learning programs to diverse audiences based on research about what works

Libraries are making great strides to ignite learning by developing programs that engage diverse learners as well as measure learning outcomes rather than just participation rates.

Examples of new library learning programs include:

- Learning Labs for teens that blend skilled adult mentors using digital tools and traditional media to make learning relevant, to develop lifelong learners, to empower and motivate learners, and to identify the pursuit of a learner's true passions.
- Year-round supplemental reading programs that engage readers of all ages and connect seamlessly to school reading programs as well as other community literacy efforts.
- New learning models like science cafes that support the development of STEM (science, technology, engineering, and math) skills for teens and adults, and maker space programs which encourage independent thinking, initiative, and do-it-yourself creativity.
- Gaming activities that teach critical thinking, problem solving, decision making, and design skills, in addition to improving reading and writing.

Strategy #3: Building strategic partnerships to form learning networks that will in turn broaden impact.

Libraries understand the value of partnerships to leverage and to deliver successful programs along with building powerful relationships. Drawing on that experience, libraries can become community learning network hubs by:

- Identifying community needs and embracing a shared purpose.
- Knowing the community landscape. This includes the organizations that are involved in learning, the programs organizations deliver, the audiences they serve, the capacities they have, and the opportunities for collaboration.
- Building stronger networks by looking for intersections between existing library learning programs and current capacities, with other programs offered by different learning institutions.
- Initiating and leading learning networks using the library's track record as a community anchor and institution.
- Coordinating online systems that support learning and the exchange of information or data.

Strong partnerships with schools are essential for continuous year-round learning, but are sometimes difficult to establish and maintain. Building sustained relationships involves not only connecting outcomes from library learning programs with the school system's curriculum and student records, but also becoming grounded in school priorities and assessment systems, all while sharing information regularly to ensure that the library and school learning is continuous. Maintaining regular contact with school leaders around learning priorities and needs is also essential.

With an understanding of the challenges schools are facing, libraries need to reach out to schools in a way that is solution oriented applying all the resources and the opportunities a library can provide.

Strategy #4 Increasing staff capacity to support shared learning strategies.

Long-term success as a community learning institution may require new or different staff skills. In a recent Urban Libraries Council member survey, 41 percent of library directors identified as one of their top three challenges having staff with the right skills to meet today's needs. Library directors say they need staff who are outwardly focused, able to build and sustain relationships, willing to push learners to pursue ideas and opportunities, and visible and active in the community. Communication, language, mentoring, and higher-level public technology abilities are particularly important skills needed for interaction using new techniques with library learners.

Libraries can begin to meet their new staffing needs by:

- Looking for staff with learner-focused skills when filling all vacancies.
- Creating new staffing structures that make carrying out the library's learning role an essential senior staff/managerial responsibility.
- Providing professional development opportunities for current staff to help develop new skills, assume new roles, as well as increase understanding of new learning research and outcomes.
- Leveraging partnerships to draw on other organizations' staff capacity to support learners in new and diverse ways.
- Seeking public/private partnerships and grants that not only carry out new programs, but also provide funds to fill staff needs.

- Working to transform degree programs in both library and information sciences so that they understand and support the relevant skill-building necessary to meet new staffing needs.

Strategy #5: Designing space around the learner's priorities.

Libraries designed for learning are organized around people, technology, and connections in addition to books. Learning cafes, information commons, and maker spaces are hallmarks of libraries that are focused on participatory learning. Designing library spaces for learning initially requires rethinking more than rebuilding, and can be implemented incrementally beginning with the question "what do we want to happen in this space" rather than "what do we want to put in this space." v

Examples of how libraries are creating spaces to meet specific learning priorities include:

- Creating a small business incubator to meet both the learning and operating needs of a growing independent business sector that contains work stations, meeting rooms, as well as access to business resources and tools.
- Converting a traditional general service library branch into an e-skills and job learning center to address high unemployment needs.
- Designing learning labs for young people where they are supported by mentors and can build on their own interests, use diverse media, and interact with their peers.
- Integrating library branches into schools, where appropriate, that can provide high-quality learning resources which might not otherwise be available because of tight budgets.

Libraries have a unique edge when it comes to maximizing learning space because they are already trusted, welcoming places. When they take the next step toward

becoming trusted, welcoming, *learning* places, libraries can ignite participatory learning that will support users in a rapidly changing world.

Strategy #6: Raising the library's profile as a community learning leader.

Despite their broad learning credentials, libraries often aren't thought of as learning institutions or learning leaders. A recent research report on the roles of New York City's three public library systems as "branches of opportunity" found that library learning programs are often seen as add-ons rather than vital components of a learning system. Despite the dramatic changes in roles, many community leaders, ^{vi} citizens, users, and even library staff still think of libraries as book repositories.

Libraries can raise their profile as learning leaders by:

- Thinking like educators more than service providers.
- Reporting on learning experiences, priorities, and outcomes rather than attendance and circulation.
- Being at the table during key conversations that address community education needs and goals.

- Connecting regularly with other learning sources that serve the community.
- Identifying all library programs by their learning purpose (e.g., learning resources for immigrants rather than services for immigrants).
- Aligning library programs with school programs to not only build on learning that occurs in schools, but also to fill in the gaps where needed.
- Making learning part of all library messages.
- Engaging partners to help spread the word about the library's learning roles, programs, and outcomes.

BECOMING LEARNING LEADERS

Education is a key driver of individual success and economic growth. Education in America needs to be more powerful in order to prepare people of all ages to meet the challenges of today's global economy and to succeed throughout life.

Elected officials, educators, researchers, parents, and learners alike recognize that schools are no longer the exclusive learning place, and successful learning can and should occur outside the school.

The failure to achieve in school does not need to lead to a lifelong failure to learn. A wide range of cradle-through-career learning strategies is essential to ensure individual and community success.

Libraries have the unique opportunity to become more relevant and valued by providing effective learning opportunities in their communities in addition to building on both existing strengths and new learning tools. It is NOT hard to see libraries as learning hubs because of their experience, capacity, assets, and community stature; but, becoming respected learning institutions require library leaders to be more deliberate about how they define and communicate library priorities, as well as more systematic about how they design and deliver learning programs and measure outcomes.

Improving education is a vital national priority, and libraries can be at the center of achieving that goal. Libraries provide a bridge to the future, and that bridge to a brighter learning future is needed now more than ever.

LEARNING RESOURCES

PUBLICATIONS

Branches of Opportunity (New York: Center for an Urban Future, 2013).

Future Ready Columbus: Assuring Student Success for the Workforce of Tomorrow (Columbus, Ohio: Columbus Education Commission, April 30, 2013).

Ito, Mizuko, et. al. *Connected Learning: An Agenda for Research and Design*. (Chicago, IL: The MacArthur Foundation, 2013).

Museums, Libraries and 21st Century Skills (Washington, DC: Institute of Museum and Library Services, 2009).

Peterson, Terry K., PhD, editor. *Expanding Minds and Opportunities: Leveraging the Power of Afterschool and Summer Learning for Student Success* (Washington, DC: Collaborative Communications Group, Inc., 2013).

A Place to Grow and Learn: A Citywide Approach to Building and Sustaining Out-of-School Time Learning Opportunities (New York: The Wallace Foundation, 2008).

Picturing Success: The Transformative Power of Afterschool (Flint, Michigan: Charles Stewart Mott Foundation, 2011).

ONLINE RESOURCES

www.afterschoolalliance.org
www.chicagosummeroflearning.org
www.connectedlearning.tv
www.edutopia.org
www.hivelearningnetwork.org
www.remakelarning.org
www.youmedia.org

ⁱ Chen, Milton. *The Rise of Any time, Any Place, Any Path, Any Pace Learning: Afterschool and Summer as the New American Frontier for Innovative Learning* (Washington, D.C: Collaborative Communications Group, Inc., 2013)

ⁱⁱ Ito, Mizuko, et. al. *Connected Learning: An Agenda for Research and Design*. (Chicago, IL: The MacArthur Foundation, 2013). <http://clm.dmlhub.net/>.

ⁱⁱⁱ Breitkopf, Mia. *A Makerspace Takes Over a Local Library.*" (Syracuse, NY: Syracuse University School of Information Studies, December, 2011).

^{iv} Bennett, op. cit., page 11.
 Bennett, Scott. *Libraries and Learning: A History of Paradigm Change* (Urbana, IL, 2003).

^v *Branches of Opportunity* (New York: Center for an Urban Future, 2013).



INSPIRING LIBRARIES.
TRANSFORMING COMMUNITIES.

Founded in 1971, the Urban Libraries Council (ULC) is a membership organization made up of North America's premier public library systems and the corporations supporting them. While ULC's members primarily represent urban and suburban settings, the work done by ULC is widely used by all libraries including those in rural settings. ULC strategically addresses issues important to all communities including education, workforce and economic development, public safety, environmental sustainability, health, and wellness. ULC's members are thought leaders dedicated to the continuous evolution and strengthening of libraries to meet changing community needs. ULC's focus is on helping library leaders develop and utilize skills and strategies that match the challenges of the 21st century.
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Strategic Planning

Early Findings

- Priority Segment Group: Young Families (39%), Global Roots (22%)
- Reading and 21st Century Literacies continue to be a priority
- Priority areas needing support are Programs, Partnerships, Staff Alignment
- Priority Segment for Patron Potential – Metro City Edge
- Priority Service Area for Patron Potential - Zablocki

Draft Institutional Values

Creating a City of Readers and Lifelong Learners

st
21 Century Literacies - Print, digital, financial, health

Helping to build Healthy and Vibrant Neighborhoods

Safe, successful business districts, good quality of life, valued cultures

Contributing to a Strong Milwaukee

Strong economy and job market, informed and educated workforce, thriving families

June 14, 2013

Strategic Planning Draft Outcomes

Customer Outcomes

1. Milwaukee is a city of readers and its residents supported throughout their lives in the pursuit of education, 21st Century Literacies and improve economic stability
2. Services align with customer needs, interests, and concerns of prioritized market segments
3. Un-served and underserved segments shrink

Community Outcomes

1. Library is a 3rd Place, fostering community dialog and development
2. Library is embedded in community, reaching people where they are, with a seat at community decision-maker tables, contributing to positive change and growth
3. Community partnerships are the basis for all successful initiatives

Organizational Outcomes

1. Data and evidence-based approaches drive decision-making and evaluation in all service and operation functions
2. The good is not sacrificed for the perfect. Strategic risk-taking and learning from failure is incorporated into the organizational culture
3. Organizational structure and budget are aligned with customer and community outcomes

June 14, 2013



Milwaukee Public Library
Board of Trustees

Ald. Ashanti Hamilton
President

John Gurda
Vice President

Sup. Theo Lipscomb, Sr.
Financial Secretary

Paula A. Kiely
Secretary

Michele Bria

Denise Callaway

Ald. Milele Coggs

Sharon Cook

Ald. Nik Kovac

Chris Layden

Sam McGovern-Rowen

Joan Prince

Dir. Mark Sain

July 15, 2013

Tony Evers
State Superintendent
Department of Public Instruction
125 S. Webster Street
P.O. Box 7841
Madison, WI 53707-7841

Dear Superintendent Evers:

I am writing to express the shared concern of the Milwaukee Public Library Board of Trustees about recommendations for statutory change in Chapter 43 of the Wisconsin State Statutes. Specifically, we object to the proposal made by a subcommittee of the System and Resource Library Administrators Association of Wisconsin (SRLAAW) to eliminate Resource Libraries and to require no fewer than three counties in each system. These recommendations were among others presented at the Wisconsin Association of Public Libraries Conference in May.

Milwaukee's Central Library has served as a research institution since its inception in 1878, providing unique resources to university students and the public alike for more than 130 years. Since library systems were established, it has been designated as the Milwaukee County Federated Library System (MCFLS) Resource Library. As the largest library in the county as well as the state, Milwaukee Public Library (MPL) brings vast resources to the system, region, and state. Eliminating the requirement for this designation would harm Wisconsin residents and their ability to get the resources and help they need.

MCFLS consists of 15 municipalities and has been held up as a model of collaboration and efficiency. This is possible only because of the commitment of the members to work together to resolve problems and to compromise when needed. At times, this has been very difficult and time-consuming due to the needs and interests of our different communities. To require the addition of another 30 libraries to this system would very likely bring the system to a standstill. Decision-making would be bogged down, governance would take more time, and administrative costs would increase. While consolidation may be warranted in some areas of the state, we see the change as a detriment to the cost-effective service Milwaukee County residents and other system residents have come to expect and enjoy. If legislative change on system configuration is sought, we recommend Milwaukee be considered separately as a City of the First Class. With additional funding, Milwaukee could take on additional responsibilities as the statewide resource library.

Paula A. Kiely
Director

(414) 286-3020

Fax (414) 286-2794

814 W. Wisconsin Avenue, Milwaukee, WI 53233

ATTACHMENT B-P. 1 of 2
MPL AGENDA-07/23/13

P. 15

July 15, 2013
Tony Evers
Page 2

We strongly encourage you to oppose these changes and to provide leadership in this process through the Division for Library Services and Technology. We believe any study of the State Statutes related to libraries, including the current SRLAWW process, should be led by the Department of Public Instruction, and not a self-selected committee that does not fairly represent those affected by their work. If you decide to move forward with a study, we encourage you to include the statewide resource library in your review.

Thank you for your leadership throughout our state and for your commitment to the education of our children. Public Libraries are part of any child's successful schooling and we appreciate the support you've shown Wisconsin libraries.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ashanti Hamilton", with a stylized flourish at the end.

Ashanti Hamilton
President

C Kurt Kiefer, Assistant Superintendent, Department of Public Instruction
Paul Zeihler, President, Milwaukee County Federated Library System

MILWAUKEE PUBLIC LIBRARY SYSTEM

PERSONNEL ACTIONS

COVERING PERIOD: JUNE 9, 2013 THROUGH JULY 6, 2013 *

The Secretary reports the following personnel actions:

REGULAR APPOINTMENT

Trenton DeBerry - Library Circulation Aide - Washington Park	06/17/13
Paige DeJohnett - Library Circulation Aide - Circulation	06/17/13
Jacqueline Rojas - Library Circulation Aide - Bay View	06/17/13

TEMPORARY ADDITIONAL ASSIGNMENT

Kathryn Mlsna - Librarian V - Circulation	06/23/13
TO: Librarian V - Circulation and Library Branch Manager - Washington Park/Atkinson	

PROMOTION

Brett Rohlwing - Librarian I to Librarian II - Subject Services	02/17/13
Cassandra Lapworth - Librarian I to Librarian II - Mill Road	03/17/13
Rachel Arndt - Librarian I to Librarian II - Subject Services	04/14/13

POSITION CHANGE / TITLE CHANGE WITH 3% SALARY INCREASE

Emmeline Tomtschik - Library Circulation Assistant I - WTBBL	04/29/12
TO: Office Clerk II - WTBBL	

TRANSFER

Kim Johnson - Librarian III - East to Mill Road	06/23/13
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EXPIRATION OF EMERGENCY APPOINTMENT

Nancy Torphy - Librarian III - Extension Services	04/18/13
Joy Kilimann - Librarian III - Extension Services	06/19/13

LEAVE OF ABSENCE 24.0 OR MORE HOURS

Jeanette Hollenbeck - Library Circulation Assistant I - Circulation - 49.4 hours	06/10/13
Cathelyn Skarban - Library Circulation Assistant I - Bay View - 69.0 hours	06/11/13

RESIGNATION

Phaya Lem - Library Circulation Aide - Circulation	06/03/13
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DISABILITY RETIREMENT

Raphael Jones - Custodial Worker II - CL - Facilities and Fleet	01/30/13
MPL Service Credit: 3 years 11 months 11 days	

RETIREMENT

Jean Stern - Copy Cataloging Technician II - Technical Services	07/05/13
MPL Service Credit: 25 years 9 months 18 days	

* Includes personnel actions, recently approved by the Department of Employee Relations, that are retroactive to previous dates.

**MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
June 30, 2013**

2013

REVENUES

	Budget	Received to date	% Received
Additional City Appropriation	\$20,578,637	\$9,896,871	48.1%
Fines	\$350,000	\$169,181	48.3%
Lost Materials, etc.	\$136,300	\$54,741	40.2%
MCFLS Contracts	\$791,100	\$187,814	23.7%
Total City Appropriation	\$21,856,037	\$10,308,607	47.2%

EXPENSES

City

	Budget	Spent to date	% Spent
Salaries	\$11,857,467	\$5,773,911	48.7%
Fringe Benefits	\$5,601,547	\$2,734,376	48.8%

Operating Expenses

<i>General Office Expense</i>	\$164,850	\$32,904	20.0%
<i>Tools & Machinery Parts</i>	\$26,100	\$17,348	66.5%
<i>Construction Supplies</i>	\$40,900	\$12,850	31.4%
<i>Energy</i>	\$713,185	\$301,058	42.2%
<i>Other Operating Supplies</i>	\$321,860	\$103,455	32.1%
<i>Vehicle Rental</i>	\$8,300	\$2,322	28.0%
<i>Non-Vehicle Equipment Rental</i>	\$31,300	\$13,847	44.2%
<i>Professional Services</i>	\$81,487	\$76,212	93.5%
<i>Information Technology Services</i>	\$201,000	\$159,836	79.5%
<i>Property Services</i>	\$809,769	\$249,997	30.9%
<i>Infrastructure Services</i>	\$26,000	\$21,680	83.4%
<i>Vehicle Repair Services</i>	\$500	\$226	45.2%
<i>Other Operating Services</i>	\$125,500	\$70,659	56.3%
<i>Reimburse Other Departments</i>	\$76,900	(\$958)	-1.2%
Total	\$2,627,651	\$1,061,436	40.4%

Equipment

<i>Library Materials</i>	\$1,543,864	\$688,453	44.6%
<i>Computers, etc.</i>	\$200,500	\$40,690	20.3%
<i>Other</i>	\$25,008	\$9,741	39.0%
Total	\$1,769,372	\$738,884	41.8%
Total City Expenses	\$21,856,037	\$10,308,607	47.2%

2012

	Budget	Received to date	% Received
	\$21,546,746	\$10,086,786	46.8%
	\$340,000	\$190,461	56.0%
	\$140,200	\$53,339	38.0%
	\$791,300	\$205,270	25.9%
	\$22,818,246	\$10,535,856	46.2%

	Budget	Spent to date	% Spent
	\$12,229,607	\$5,853,999	47.9%
	\$6,102,306	\$2,863,394	46.9%

	\$174,084	\$34,555	19.8%
	\$26,100	\$13,351	51.2%
	\$51,400	\$11,020	21.4%
	\$763,811	\$250,093	32.7%
	\$298,381	\$149,182	50.0%
	\$8,300	\$2,348	28.3%
	\$33,800	\$10,097	29.9%
	\$172,500	\$92,950	53.9%
	\$245,510	\$152,265	62.0%
	\$821,136	\$274,365	33.4%
	\$26,000	\$14,804	56.9%
	\$500	\$108	21.6%
	\$137,000	\$83,559	61.0%
	\$76,900	(\$2,049)	-2.7%
	\$2,835,422	\$1,086,648	38.3%

	\$1,493,700	\$675,167	45.2%
	\$105,260	\$28,359	26.9%
	\$51,951	\$28,289	54.5%
	\$1,650,911	\$731,815	44.3%
	\$22,818,246	\$10,535,856	46.2%

MILWAUKEE PUBLIC LIBRARY
FINANCIAL REPORT
June 30, 2013

2013

ADDITIONAL FUNDING SOURCES

	Budget	Spent to date	% Spent
Other Dept. Appr.			
<i>Villard Square Lease</i>	\$13,182	\$0	0.0%

Contract Grants

<i>Teacher in the Library</i>	\$113,000	\$41,965	37.1%
<i>WTBBL</i>	\$968,700	\$757,751	78.2%
<i>ILS</i>	\$84,690	\$76,533	90.4%
Total	\$1,166,390	\$876,249	75.1%

Trust Fund

<i>Materials</i>	\$56,150	\$41,105	73.2%
<i>Programming</i>	\$21,500	\$10,239	47.6%
<i>Training</i>	\$7,368	\$2,783	37.8%
<i>Marketing</i>	\$11,000	\$2,052	18.7%
<i>Contingency</i>	\$1,500	\$626	41.7%
Total	\$97,518	\$56,805	58.3%

Foundation Funds

	Balance	Spent to date	% Spent
<i>Materials</i>	\$404,045	\$116,309	28.8%
<i>Programming</i>	\$173,639	\$88,344	50.9%
Total	\$577,684	\$204,653	35.4%

2012

	Budget	Spent to date	% Spent
	\$13,182	\$0	0.0%

	\$0	\$0	0.0%
	\$968,700	\$724,305	74.8%
	\$86,715	\$79,063	91.2%
	\$1,055,415	\$803,368	76.1%

	\$53,770	\$8,592	16.0%
	\$20,500	\$15,350	74.9%
	\$7,000	\$3,523	50.3%
	\$10,000	\$7,770	77.7%
	\$1,470	\$565	38.4%
	\$92,740	\$35,800	38.6%

	Balance	Spent to date	% Spent
	\$253,106	\$109,033	43.1%
	\$124,646	\$101,376	81.3%
	\$377,752	\$210,409	55.7%

Director's Report
June / July 2013

Work on Strategic Planning continued as did briefing meetings with City Council members. The Council continues to be engaged by the planning process and members are interested in learning about the final plan.

Milwaukee Public Library Foundation executive director Meg Diaz retired on June 21. While the search for her successor continues, Meg has agreed to come in periodically to pay bills and approve payroll. Due to this vacancy, the Foundation has hired 2-Story Communication to help plan and execute the annual Benjamin Franklin Celebration. Jenny Weiss, who has worked with both the Library and the Foundation on numerous events, is the principal project manager. We also continue to write grants during this interim period through the Foundation and the Library: Milwaukee Arts Board (MPL received \$17,500); Mary L. Nohl Fund at the GMF (MPL requested \$25,000 for public art – pending); Burke Foundation (With the help of the city's grants coordinator Joanna Borowiec, MPLF requested approximately \$200,000 annually for the next 5 years to support expanded Ready to Read Outreach – pending); Faye McBeath Foundation (MPLF requested \$3,000 to support several local summer reading efforts – pending)

I attended the Urban Libraries Council Annual Forum and the Annual American Library Association Conference, both in Chicago. President Hamilton also attended. During the ALA conference, I served on a panel and made a presentation on the Pew Research Report, "Parents, Children, Libraries, and Reading," sharing ideas on how to use the report to advocate for our libraries. Trustees Hamilton, Prince, and I will report out on both conferences during the July meeting.

In a related activity, I was interviewed by two University of Wisconsin Milwaukee PhD Candidates who are researching the local response to this and another Pew Report published as part of the Internet and American Life Project, which is funded by the Bill and Melinda Gates Foundation. <http://www.pewinternet.org/>

I visited the Waukesha Public Library to meet with Director Grant Lynch. We discussed various topics of mutual interest and agreed to partner on any new initiatives, programs, and services directed at the Hispanic Community, given our cities' populations.

Artist Selection for the East Library Public Art (indoor work) project is on schedule. A second RFQ calling for artists to create outdoor art will be issued July 22.

Visits with State Legislators are being scheduled now that the State Budget work has been completed. Trustees are invited to attend as their schedules allow.

Library employees experienced their 2nd furlough day on Friday July 5 along with other city workers. The City included three furlough days in the 2013 budget.

Statistics

Statistics. Indicators of library use show a decrease in visits and circulation of the physical collection along with some electronic collections. Weather, the closing of the East branch, last year's recall elections, and the loss of one day of service during the month due to the calendar all factored into the decreases. Unique Visitors to the MPL Website increased by 1.4% (86,126), e-book and audiobook downloads increased 135.4% and 70.3% respectively. Music downloads were down (-8.1%) as were database hits (-17.6%).

Programs

Growing Roses. The Greater Milwaukee Rose Society offered a program at Capitol Library on June 24 called "Don't Be Afraid to Grow Roses." The program covered everything to do with growing roses – selecting plants, fertilization, sun, water, pruning, pest control, etc. The program was well received by twelve participants.

Get the Facts: WestlawNext. In a collaborative venture with the Milwaukee Legal Resource Center, the library will offer a monthly series of instructional programs on conducting legal research. The first program in the series, held in June, consisted of two sessions, offered back to back on the same afternoon, on how to use WestlawNext, the premier online legal research database. Open to the general public as well as legal personnel (who by attending could earn a continuing legal education credit), the sessions had a total of 32 participants.

Baseball in the Attic. Vintage baseball card and sports memorabilia expert, Michael Osacky presented a talk on collecting baseball memorabilia, including what characteristics give an item value. Participants were encouraged to bring in one item of pre-1970 memorabilia for Mr. Osacky to use as examples of how the appraisal process works. Five baseball enthusiasts attended.

Grow Safe & Healthy. Kohl's Cares, the philanthropic platform of Kohl's Department Stores, and Children's Hospital of Wisconsin unveiled stationary kiosks designed to raise awareness about injury prevention for children ages six and up. Kohl's Cares Grow Safe & Healthy kiosks have been placed in the Center Street Library and Forest Home Libraries. Angelica Duria from Fox 6 interviewed Branch Manager Hermoine Bell-Henderson (Center Street) on June 21.

Model of the Zoo Interchange Project. A table model of the proposed Zoo Interchange was on display in Mozart's Grove at Central June 14 and 15. Project team members were available to answer questions for four hours on Saturday.

Projects

East Library Redevelopment Project. The East Library closed its doors to the public on Saturday, June 22. Staff held a day-long celebration titled "I Closed East Library" for the public. The celebration featured special guests: Mayor Barrett, Trustee Kovac and Brower the Library Lion, a social media component and a special art project run by Artists Working in Education, which allowed guests to create memories for a scrapbook. The event drew 973 guests and a circulation of 516 materials. Staff created a Facebook event page and posted photos of guests posed with

East Library memorabilia under an "I Closed East Library" banner. This resulted in 1,856 views of the page and 221 invitations to the event. The event increased MPL's "Likes" and the combined reach from Twitter and Facebook was 8,740. Media covering the event included the Milwaukee Journal Sentinel, all four TV stations, onmilwaukee.com and urbanmilwaukee.com. Many retired MPL employees volunteered to assist with the festivities. "I Closed East Library" magnets and stickers were given to guests and photos from the year East Library opened (1968) were on display alongside renderings of the new East branch. This event boosted MPL's social media outreach and increased awareness of the East Library redevelopment project.

The temporary East Library site opened on Monday, July 1st. Mayor Tom Barrett and Library Director Kiely opened the doors to waiting patrons. Branch Manager Rachel Collins, Neighborhood Library Manager Dawn Lauber and Trustee Kovac joined the others to demonstrate onsite services including the laptop check-out kiosks and self-check stations for members of the media. The new location was bustling with guests in the first hours of its opening.

Staff

Staff Anniversary Celebration. On July 8, the Library held its semi-annual Staff Anniversary Celebration at Central Library. Seven new employees were recognized: Marquisha Bradley, Kenneth Brennan, Hillary Evans, Tina Jensen, Trace Matabele, Mildred McDowell, Brandis Turner

Years of service pins were awarded to the following staff members:

5 Year Pin – Crystal Ayad, Ben Hurley, Anthony Murphy, Courtney Randolph-Calhoun, Kaitlyn Schofield

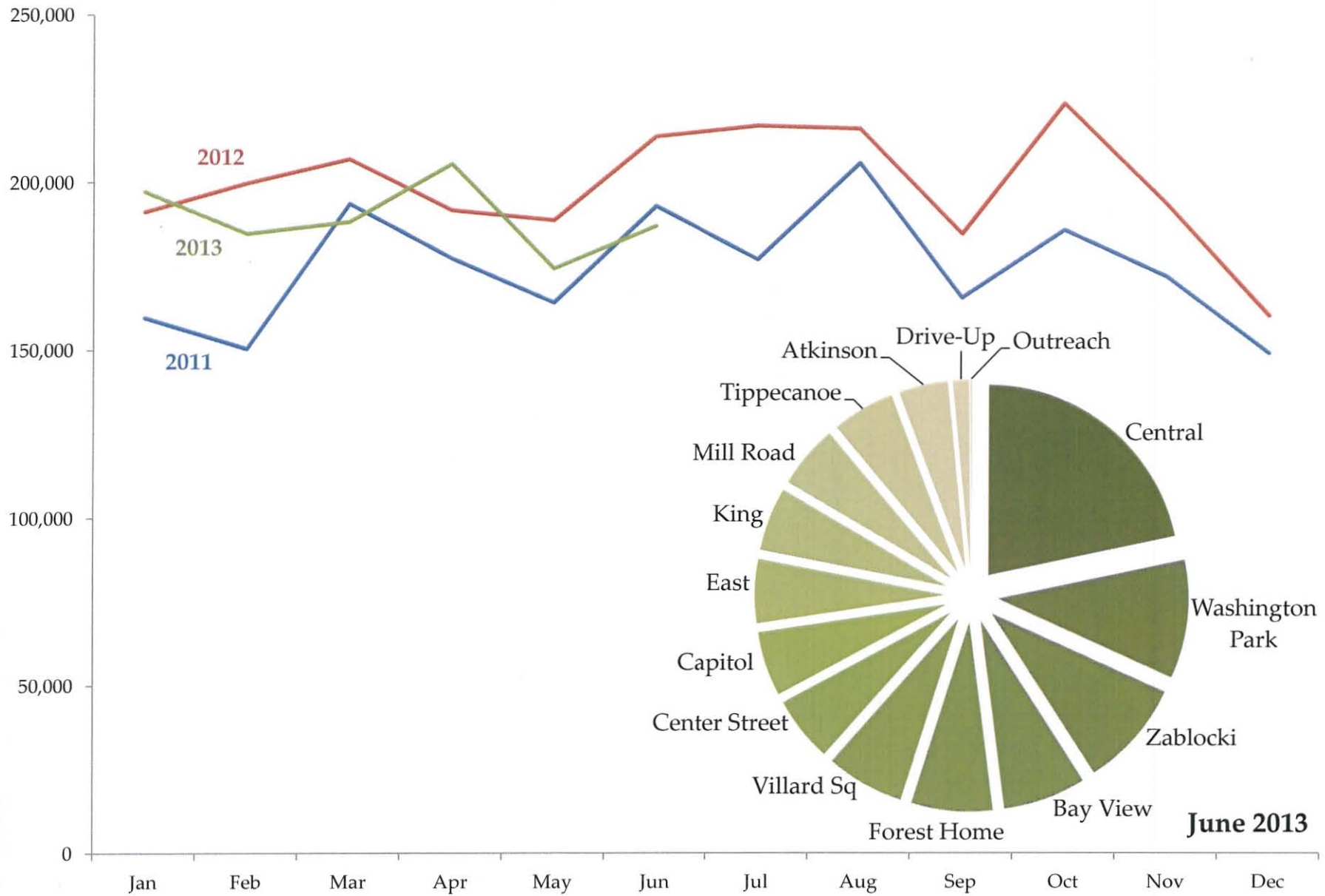
10 Year Pin - Robert Delgado, Erin Elliot, David Lathrop, Omis Thao

20 Year Pin – Daniel Lee

25 Year Pin – Edward Stelmachowski, Linda Vincent

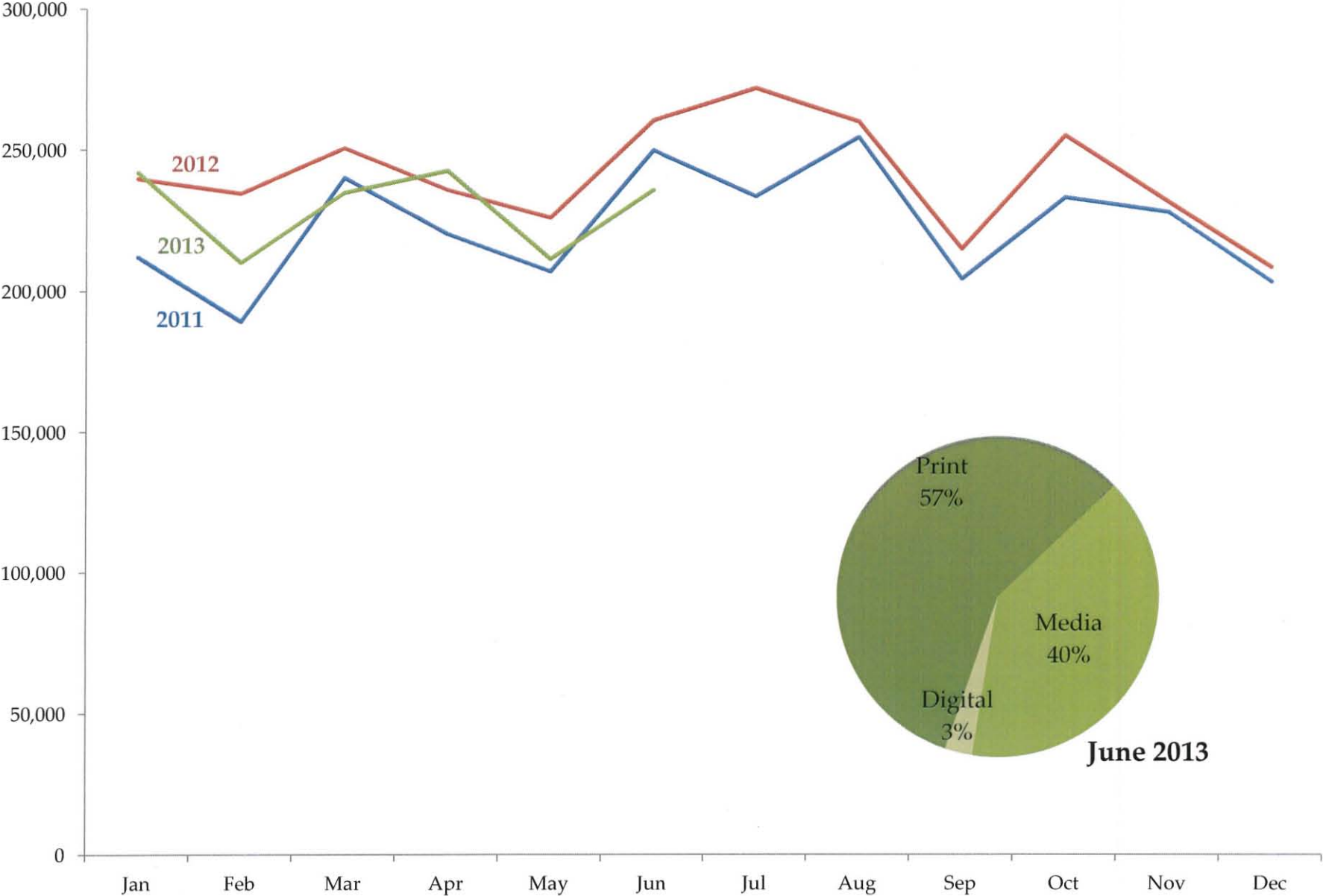
30 Year Pin – Gail Brown, Mary Milinkovich

Milwaukee Public Library Visits

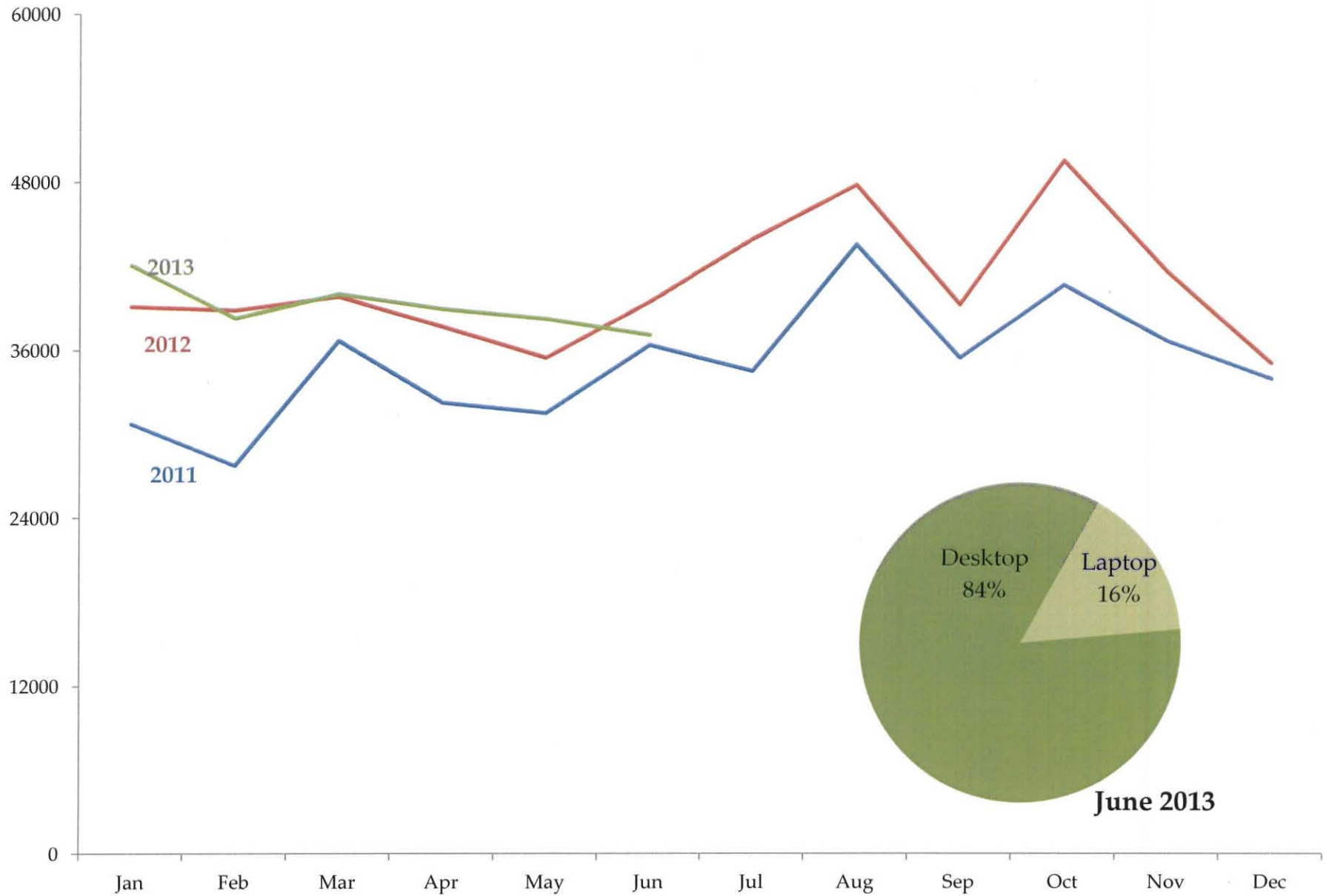


June 2013

Milwaukee Public Library Circulation



Milwaukee Public Library Hours of Computer Usage



**Milwaukee Public Library
Computer, Internet, and Electronic Statistics
June, 2013**

*ATTACHMENT E-P. 7 of 7
MPL AGENDA-07/23/13
P. 26*

Unique Visitors to the MPL Website						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	86,126	84,964	1.4%	537,545	523,816	2.6%

Database Hits						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	3,883	4,713	-17.6%	28,600	31,284	-8.6%
	28% In-library 72% Remote	31% In-library 69% Remote		33% In-library 67% Remote	32% In-library 68% Remote	

OverDrive Digital Download Circulation, by format						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
eBooks	4,611	1,959	135.4%	26,012	9,800	165.4%
Audiobooks, Music & Videos	1,883	1,106	70.3%	10,119	6,240	62.2%

Downloads of Digital Music through Freegal						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	2,238	2,434	-8.1%	14,881	n/a	-

Milwaukee Patron Holds Placed Through CountyCat						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
	39,421	37,841	4.2%	242,243	237,192	2.1%

Paging Slips						
	This Month	Same Month Last Year	% Increase or Decrease	Year to Date	Previous Year to Date	% Increase or Decrease
Central	12,006	11,004	9.1%	73,004	65,258	11.9%
Atkinson	716	719	-0.4%	3,968	3,946	0.6%
Bay View	2,713	2,797	-3.0%	16,808	16,530	1.7%
Capitol	2,200	2,408	-8.6%	13,433	14,050	-4.4%
Center Street	1,027	916	12.1%	5,351	5,538	-3.4%
East	701	2,720	-74.2%	10,735	15,489	-30.7%
Forest Home	733	854	-14.2%	4,616	4,928	-6.3%
Martin Luther King	690	626	10.2%	4,099	4,334	-5.4%
Mill Road	889	1,066	-16.6%	5,484	6,725	-18.5%
Tippecanoe	1,342	1,412	-5.0%	8,370	8,460	-1.1%
Villard Square	726	803	-9.6%	4,393	4,873	-9.9%
Washington Park	977	956	2.2%	5,663	6,204	-8.7%
Zablocki	2,071	2,003	3.4%	11,798	11,865	-0.6%
YCOS--Outreach	334	429	-22.1%	1,810	2,072	-12.6%
TOTAL	27,125	28,713	-5.5%	169,532	170,272	-0.4%