VILLAGE OF MCFARLAND | **Library Board** | *NOTICE OF PUBLIC MEETING*

Monday, December 5, 2022 | **5:15 PM** | **E.D. Locke Public Library**

AMENDED AGENDA

1. CALL TO ORDER
2. PUBLIC APPEARANCES AND COMMUNICATION
3. ACTION ITEMS
   a. Motion to approve the minutes of the November 7, 2022 meeting.
   b. Motion to approve the November invoices
4. INFORMATION ITEMS
   a. Budget Update
   b. Director's Report
   c. Monthly Statistical Report
5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION
   a. Teen Library Services & Youth Center
   b. Marketing Assessment
   c. Strategic Planning
   d. Cottage Grove Story Times
   e. 2023 HVAC Maintenance Agreement
6. ADJOURNMENT

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND

Library Board Minutes

Monday, November 7, 2022 - 5:15 PM

1. CALL TO ORDER

Ken Machtanl called the Library Board to order at 5:15 p.m. the E.D. Locke Public Library, meeting room 103.

Members present: Carrie Nelson, Evan Richards, Ken Machtan, Staci Fritz, Karin Mandli

Members not present: Peter Sobol, Mona Nelson

Staff Present: Heidi Cox, Library Director

2. PUBLIC APPEARANCES AND COMMUNICATION

3. ACTION ITEMS

a. *Motion to approve the minutes of the October 3, 2022 meeting.*

Motion by Member Evan Richards, second by Member Staci Fritz, to approve the minutes of the October 3, 2022 meeting. Motion carries 5 - 0 - 0 by acclamation.

b. *Motion to approve the October invoices*

Motion by Village Trustee Carrie Nelson, second by Member Karin Mandli, to approve the October invoices Motion carries 5 - 0 - 0 by acclamation.

4. INFORMATION ITEMS

a. *Budget Update*

b. *Director's Report*

c. *Monthly Statistical Report*

5. ITEMS FOR DISCUSSION AND POSSIBLE ACTION

a. *Meeting room use policy*

b. *Library Non-Discrimination Policy*

The board discussed potential changes to the library's non-discrimination policy. No action was taken.

c. *Sale of teak benches and map stand*

Motion by Member Karin Mandli, second by Village Trustee Carrie Nelson, to approve the sale of teak benches and map stand Motion carries 4 - 0 - 1 by acclamation, with Ken Machtan abstaining.

d. *DCLS Agreement for extension of library service*

Motion by Member Karin Mandli, second by Member Staci Fritz, to approve DCLS Agreement for extension of library service Motion carries 5 - 0 - 0 by acclamation.

e. *2023 Closed Dates*

Motion by Village Trustee Carrie Nelson, second by Member Evan Richards, to approve the 2023 Closed Dates Motion carries 5 - 0 - 0 by acclamation.

6. ADJOURNMENT

Motion by Member Staci Fritz, second by Member Karin Mandli, to adjourn at 6:17pm

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Heidi Cox
Library Director

E. D. Locke Public Library

November 2022 Invoices

Vendor	Sum of Amount	Description
ALLIANT ENERGY	$3,029.55	Utilities
AMAZON CAPITAL SERVICES	$842.11	CDs, DVDs, Office Supplies, Program Supplies
ARAMARK	$209.32	Mat Rental
CARDMEMBER SERVICES	$1,085.95	Visa Bill
CORPORATE BUSINESS SYSTEMS	$55.63	Copier Lease
ED LOCKE PUBLIC LIBRARY	$671.77	reimbursement for Farm to Table dinner
ENVIRONMENT CONTROL	$2,699.00	Janitorial Services
FRIENDS OF THE MCFARLAND LIBRARY	$1,090.67	Proceeds for Farm to Table Dinner
FRONTIER	$90.60	Library Phone
INGRAM LIBRARY SERVICES	$5,582.49	Books
JEFFERSON FIRE & SAFETY	$405.00	Emergency Equipment Inspection
MADISON COMMUNITY FOUNDATION	$1,748.08	Proceeds for 5K
MCFARLAND ACE HARDWARE	$39.57	Facility Maintenance
ORIENTAL TRADING CO	$138.59	Craft Supplies
ROTO ROOTER SEWER SERVICE	$159.00	Facility Maintenance
SOUTH CENTRAL LIBRARY SYS	$2,089.52	Library Supplies and Meeting Expenses
TDS	$282.16	Library Phone
WiLS	$11,228.73	Database Fees
(blank)		
Grand Total	$31,447.74	

Gift Fund

Vendor	Amount	Description
Madison Community Foundation	$600	5K sponsorships
Wisconsin Distributors	$671	Farm to Table Beveages
Grand Total	$1,271	

2022 Budget Update

REVENUES		Budget Amount	September Estimated	October Estimated	November Estimated	YTD Actual	% of Budget total	% to hit target	amount it should be to hit target
Property Tax	**41000**	$ 674,250.00	$ -	$ -		$ 674,250.00	100.00%		
County Library Aids	**43000**	$ 325,000.00	$ -	$ -		$ 325,022.93	100.01%		
Library Fines	**45000**	$ -	$ -	$ -		$ 43.44			
Interest	**48100**	$ 1,000	$ 1,161.53			$ 3,524.92	352.49%	92%	
Library Fees	**46000**	$ 1,500	$ 557.02	$ 260.26		$ 2,265.83	151.06%	92%	$ 1,375.00
		$ 1,001,750.00	**$ 1,718.55**	**$ 260.26**	**$ -**	$ 1,005,107.12	**100.34%**	92%	
Expenditures									
Salaries	110	$357,250.00	$ 28,116.82	$ 28,116.83	$ 28,116.83	$328,704.49	92.01%	92%	$ 327,479.17
Part-time	120	$180,750	$ 12,045.64	$ 11,419.68	$ 12,051.24	$128,072.31	70.86%	92%	$ 165,687.50
Health Insurance	130	$106,750	$ 4,319.30	$ 9,180.64	$ 9,180.64	$100,482.97	94.13%	92%	
Retirement	131	$30,500	$ 2,244.22	$ 2,226.89	$ 2,232.46	$27,152.93	89.03%	92%	$ 27,958.33
SS/Medicare	132	$42,000	$ 2,957.30	$ 2,857.20	$ 2,951.37	$34,565.54	82.30%	92%	
Other Benefits	135	$2,000	$ 53.81	$ 107.62	$ 107.62	$1,077.57	53.88%	92%	
Wage Adjustment	140	$ 12,250	$ -	$ -	$ -	$0.00	0.00%	92%	$ 11,229.17
Expense Reimbursement	141	$ 250	$ -	$ -	$ -	$0.00		92%	
Total Personnel		**$731,750.00**	**$49,737.09**	**$53,908.86**	**$54,640.16**	**$620,055.81**	**84.74%**	92%	**$ 670,770.83**
Support Services	210	$ 42,000	$ 2,939.00	$ 2,699.00	$ 2,699.00	$ 29,929.00	71.26%	83%	$ 35,000.00
Consulting Services	211	$ 46,000	$ 348.00	$ -	$ -	$ 50,397.00	109.56%	83%	$ 38,333.33
Utilities	220	$ 28,000	$3,241.98	$2,670.16	$3,029.55	$ 32,395.28	115.70%	83%	$ 23,333.33
Communication	221	$ 2,000	$370.31	$416.32	$50.00	$ 3,819.35	190.97%	83%	$ 1,666.67
Equipment Maintenance	240	$ 9,000	$378.96	$304.97	$55.63	$ 5,559.45	61.77%	83%	$ 7,500.00
Facility Maintenance	242	$ 23,250	$1,527.34	$1,787.37	$708.23	$ 22,710.33	97.68%	83%	
Other Contractual Services	290	$ -	$0.00			$ 0.00	0.00%	83%	$ 19,375.00
Total Services		**$ 150,250.00**	**$ 8,805.59**	**$ 7,877.82**	**$ 6,542.41**	**$ 144,810.41**	**96.38%**	83%	**$ 125,208.33**
Office Supplies	310	$ 9,000	$ 3,573.64	$ 281.80	$ 102.62	$ 7,670.78	85.23%	92%	$ 8,250.00
Postage	311	$ 250	$ -	$ -	$ -	$ 95.53	38.21%	92%	$ 229.17
Dues	320	$ 500	$ -	$ 236.00	$ -	$ 655.00	131.00%	92%	$ 458.33
Meeting Expenses	330	$ 1,000	$ 60.81	$ -	$ -	$ 304.97	30.50%	92%	$ 916.67
Training Expenses	331	$ 3,250	$ -	$ 695.00	$ (485.00)	$ 6,377.44	196.23%	92%	$ 2,979.17
Operating Supplies	340	$ 5,500	$ 794.57	$ -	$ -	$ 1,932.18	35.13%	92%	$ 5,041.67
Technology	342	$ 24,500	$ 1,405.15	$ -	$ -	$ 10,779.59	44.00%	92%	$ 22,458.33
Collection - Print	344	$ 55,000	$ 2,899.51	$ 4,930.08	$ 2,387.06	$ 42,239.45	76.80%	92%	$ 50,416.67
Collection - AV	345	$ 12,500	$ 559.09	$ 1,254.53	$ 71.12	$ 6,504.69	52.04%	92%	$ 11,458.33
Library Miscellaneous	390	$ 250	$ -	$ -	$ -	$ 130.00	52.00%	92%	
Programming	391	$ 8,000	$ 5,306.35	$ (5,305.51)	$ 31.96	$ 2,820.15	35.25%	92%	$ 7,333.33
Other Total		**$ 119,750.00**	**$ 14,599.12**	**$ 2,091.90**	**$ 2,107.76**	$ 79,509.78	**66.40%**	92%	**$ 109,770.83**
Total Budget		**$1,001,750.00**	**$ 73,141.80**	**$ 63,878.58**	**$ 63,290.33**	**$ 844,376.00**	**84.29%**	92%	**$ 918,270.83**

E.D. LOCKE PUBLIC LIBRARY
DIRECTOR'S REPORT
December 2022

November Highlights

- **Village News -** Carrie Nelson will give an update
- **Friends** – Staci Fritz will give an update
- **Endowment –**The current balance of the endowment fund as of October 31, 2022 is $147,032.26
- **McFarland Community Festival –**
  - The 2023 festival dates are Thursday, September 21 (dinner) – Sunday, September 24
  - 5K Proceeds
  - Farm to Table Dinner Proceeds
- **Library Systems Report Facilities Management**
  - **Plumbing-**
  - **HVAC –**
    - We are working on specs for new boilers that will be ordered in 2023. I am considering hiring an HVAC engineer to help us to plan for the future and lay the ground work on what we might do when we expand our building.
    - I am looking into changing HVAC maintenance companies for 2023. While I like working with Kilgust, they have lost several staff members recently and it's getting difficult to get work completed.
      - We have three open tickets with them:
        - Completion of Fall 2022 maintenance/inspection
        - Replacement of Rib relay on the pump attached to Boiler#1 (a rib relay are used for direct switching and control of heavy circuits)
        - A coil on the main condenser needs to be drained, cleaned, and have the refrigerant replaced.
  - **Network –**
    - Filtering – we were moved over to our new internet filtering solution. So far it is working well.
    - Wifi backup network – I'm looking into the possibility of adding a redundant wifi network for the library. This would allow for seamless operations if our internet goes down. It would also allow us to have more tech options for our express library in the community center.
  - **Window cleaning –** the window cleaning has been scheduled.
  - **Carpet cleaning –** we're working on finalizing the schedule for carpet and tile floor cleaning.
  - **Facility Maintenance Software –** I've purchased facility maintenance software to be able to track the history of our mechanicals and also keep track of open tickets. The software is called MaintainX and is already proving to be helpful.
  - **Meeting Room AV –** We've been experiencing some difficulties with the public using our AV setup in the meeting room. We've been talking to Fearings about ways we could change things to make it easier for staff and the public to setup. We're also looking at adding the ability to connect to the display wirelessly and another digital sign for the kids' area. The extra digital sign would also serve as an over flow tv when the meeting room hits capacity.
- **Weeding –** I am currently working on weeding the Adult Nonfiction collection.
- **Meetings with Village Board Trustees –** I have met with all but one of the village board trustees to discuss how the library is organized, the challenges in the next few years, and the campus expansion project.
- **Credit Card Fraud** – one of our staff credit card numbers was stolen online and used for purchases. We'll be extending identity fraud protection for the staff person affected.
- **TDS donation** – TDS is donating $3500 to the library for whatever we need. We just need to spend it in 2022. Staff are looking at kits, program supplies, and possibly purchasing materials for Overdrive.
- **Increase in patron problematic behaviors** – we've seen an uptick in concerning behaviors with the public. We're reinforcing training and researching additional training for staff.

Youth Services highlights (Heather Kent)

Storytime:

- Storytimes have continued during this month with good attendance.
- PJ Storytime this month was the Stuffed Animal Sleepover. Because of a room booking, we had to meet in the corner of the children's library. 60 of us gathered around a pretend fire and shared camping stories in front of the tent. The craft for the evening was binoculars to go spotting the scavenger hunt items around the library. Then children could leave their stuffed animals over night at the library. When they picked them up from the library in the morning there were pictures attached of what their animals did overnight. Always a really fun program.



Programming:

- Zumbini session one ended on November 16th and the second session started on November 30. This is always such a popular program. The second session is Hili and the Dance which is always a fun time.
- The Magic Tree House book club discussed "Ghost Town at Sundown" this month. Participants played book jeopardy, learned a new "Snake in the Boot" game, played pass the snake, and made harmonicas (lots of parents disclosed these might be "lost" by the time they got home). Always a very enthusiastic and large group of K-3 kids
- D&D club met on Tuesday, November 22. Because it was right before a holiday there was very low attendance – esp after the big group from last month. The two participants had a lot of fun and one of them was a new member who needed to be introduced to the adventure. Heather will be checking in with the families regarding the upcoming December meeting, which also falls right before another holiday. If it looks like several of the families cannot make it, we may hold off and restart the group in January when we start meeting twice a month.

Other

- Heather has been taking a class through PLA regarding Social Emotional Learning in the library setting. This webinar series gives insight in to not only promoting social emotional growth with youth but also cultivating/creating self care practices for professionals as well. The course runs through December.
- Heather has also been thinking about how we can better serve our youth/patrons that have autism. She has a collection of tools and is working on building a tool kit that staff can use as the need presents itself. In December Heather, Heidi, and Kelly will be meet with Lauren Arango who is the director of Special Education at MCF School District. Hopefully she can give us some guidelines, tips, and tools for working with patrons with autism and sensory troubles in general.

Teen Services (Abby Seymour)

- Once a month on Tuesdays brings Scribe Tribe. As a reminder, this is a creative writing program for teens. This monthly creative writing club has prompts, writing challenges and games. I want it to be a safe environment for teens to read their stories out loud, brainstorm ideas, and get feedback. The turnout so far has been quite low. The first session had 2 teens in attendance and the second session had none. I would like to keep trying for a few more months before giving up on this one. I plan on doing a big push to promote it to the English teachers at the school who can hopefully pass it along to their students.
- The program on Wednesdays technically falls into the Children's Programming category: LEGO Club. This is one for kids in grades 3-5 and meets once a month. I have several bins of LEGOs that I put out on several tables. I start with a few building challenges to get them warmed up. This month, I challenged them to create something out of a certain number of LEGOs and also build a maze that a marble could go through. The last half of the program is free building time, which is definitely their favorite part.
- Holding steady is Teen Hangout on Thursdays. Teen Hangout has a fairly loose structure to it. I have some games, including the Nintendo Switch, and a craft or other activity (like LEGOs, perler beads, or a sticker-by-number poster) available but that's about it. I feel that, during the school year, they have a pretty rigid schedule all day and after school they'd much rather just hang out with their friends. It's an easy program and the teens enjoy it! This one has a higher turnout rate (about 7-11 teens per event) and I'll definitely keep this one going awhile longer.
- The Teen Advisory Board met this month to discuss teen programming. They weighed in on future events and gave feedback about previous programs. They also doled out assignments for the next T.A.B. newsletter, which came out December 2nd. While attendance at T.A.B. is low, it's a program I don't want to go away. I'm in the beginning stages of working on a rebrand to make the group more focused on volunteering.
- The true highlight of the month was the Teen After Hours event…Nerf Capture the Flag! This event has been done a handful of times but this was the first one since the pandemic. I worked directly with Officer Zietsma of the McFarland Police Department and I definitely couldn't have done with without him! He brought in 8 officers from surrounding area departments to play with the teens. I was so thankful to have that many officers because 47 teens came to play and the officers definitely helped with crowd control. While 47 middle and high schoolers sounds like a lot (and it certainly was very chaotic), everything went very smoothly. We (me, another library staff member, and the officers) all agreed that the group as a whole was very well behaved. Everyone followed instructions, respected library property, and most importantly, respected their fellow teammates. For example, there were a few older high school boys (dressed in tactical gear) on a team with younger middle schoolers. Those older teens could have easily taken over and dominated the game but instead they were content to hang back and made sure everyone was getting a chance to play. Another library staff member witnessed a team running towards the opposing team when one team mate tripped and fell over. The whole team stopped to make sure they were okay.
- As I said, it was a chaotic night but a very successful one. Everyone loved the game play aspect of the event! The teens who came either brought their own Nerf gun or borrowed one from the library (we've received many Nerf gun donations over the years). Once the rules were explained, the group was split into four teams. Each team claimed a section of the library as their base camp which is where they hid their team flag. Once I yelled "go", the players would attempt to steal the flag of one of the opposing teams. That meant a lot of running, some screaming, and a lot of Nerf dart shooting. If a player was hit with a Nerf dart, they had to kneel and count to 5 before they could continue. With the large amount of players and small amount of playable area, it didn't take long to have a winner, which is why 4-5 rounds were played. The night ended with everyone picking up all the Nerf darts off of the floor and munching on some pizza from Spartan Pizza in the meeting room. This is an event that will definitely come back next year!
- A big professional highlight of the month was speaking at the Wisconsin Library Association Conference in Lake Geneva. I developed and presented the presentation with a fellow Teen Librarian at the Oconomowoc Public Library. Our presentation was called "The Time is Now: Welcoming and Affirming Queer Teens at Your Library." While I am certainly not an expert in the field, this was a topic I was passionate about and felt strongly that all libraries should be accepting and affirming to LGBTQ teens (and all patrons). There are a few reasons I feel extra passionate about this topic, one of them being that many teens who come to my library programs regularly have come out to me as being LGBTQ. In the presentation, we talked about making the library a safe space, tips on using correct names and pronouns, queer programming ideas, big and small ways the library can be

more inclusive, and driving home why this is important to this age group. A statistic we really emphasized was found from The Trevor Project and said that suicide risk in LGBTQ teens was decreased by 40% if they had just one affirming adult in their lives. Overall, the session went well and I got some very positive feedback. If there was ever an interest, I would gladly present it to the library staff.

- My monthly meeting of SCLS Teen Librarians was held at the Sun Prairie Public Library. The group discussed the highs and lows of working with teenagers. We compared what was working well for us, what wasn't, and new programs we wanted to try. I get so much out of these meetings and left with so many ideas! The meeting also included a tour of the library, which I had never seen before. They were lucky enough to have a dedicated teen space with brand new furniture and computers for specifically for teens.

Adult Services (Ann Engler)

Programming

- Bridge Club continues to do well, with up to three tables playing a session. Several players expressed disappointment that there would not be a meeting on Dec 1 because the room is being used for the Friends book sale--another vote for more programming space, as bridge players prefer card tables and it's hard to find space to clear to accommodate those.
- Mystery book club has attracted several new and/or returning members. It's a great group with robust, respectful discussions. It's also a great place to get TV series recommendations as we have a segment at the end to share what we're reading and/or watching. The group was excited to hear that BBC programming is being added to Kanopy.
- I've secured the Lewis Park shelter for the 2023 McFarland Bird Festival in May. I've also arranged with Ellie of Free Sales for Families to hold a winter clothing drive in the library lobby throughout December.

Tech Help & Reference

- I helped several patrons with technology and printing questions. One patron has been a repeat customer and asked for me by name, which is nice that she trusts me to be able to help.
- One particular story I want to share is I recently helped a Vietnam veteran (going by his hat) print out boarding passes and luggage tags for an upcoming cruise he and his wife are taking because their home printer was broken. He was not a regular library user, and he didn't have a library card, but his wife suggested that perhaps the library could help. He was almost apologetic in asking at first, but we got all his papers printed out and he was deeply appreciative that we offer not just printing, but the help to do it. Because his wife needs accommodations to travel, this was going to make their boarding process smoother and less stressful for them. He left as a happy customer, and hopefully he'll think of the library again when he needs assistance.

Marketing

I was fortunate to be able to sit in the meeting with Yvette from designCraft LLC as she reviewed the marketing assessment with Heidi. She and her team bring a valuable outside perspective, as well as professional marking skills. Integrating her suggestions will really improve our online presence.

Duties Transition

As you know, I plan to leave the Adult Services Librarian position soon for a part-time position here at the library. I have been working with Kelly to transition some of my duties, such as the community room calendar and reservations in LibCal, equipment training for staff, and the mcflib email account.

Municipal Center Master Plan Update

Matt Schuenke <Matt.Schuenke@mcfarland.wi.us>

Thu 12/1/2022 3:41 PM

To: Andrew Bremer <andrew.bremer@mcfarland.wi.us>;Cassandra Suettinger <Cassandra.Suettinger@mcfarland.wi.us>;Lori Andersen <Lori.Andersen@mcfarland.wi.us>;Stephanie R. Miller <Stephanie.Miller@mcfarland.wi.us>

Cc: Heidi Cox <hcox@mcfarlandlibrary.org>

Good afternoon,

Thank you everyone for your work to confirm space needs. The Consultant is updating the plan documents both for the facility and exterior campus to send out to this group to begin our review by the end of next week. I would like to schedule a meeting with them on Tuesday, December 13th at 1:00 pm for each of you to be able to provide the group your feedback. After that, we can have additional individual conversations as needed. I would like the plans to go to the board for initial review in January, so over the course of the next weeks and month we'll be working to get things ready internally before sending to them for additional review.

One concept that you will see within this plan is an idea of how the Youth Center can be both added to the Village's operations as a service provided and also included within the Facility. This is purely a concept at the present and something we need to review in more detail through this master planning process to determine its feasibility. Generally though, the summary is presented as follows:

- Youth Center is absorbed into the Library's operations. Library already provides operational staffing for the work that they do and can expand programming, oversight to further align with these efforts.
- The Teen Librarian or through the Library as a whole adds the Youth Center Director in some capacity to lead this programming. It will operate out of the shared areas within the to be planned Community Center that was envisioned towards youth and the Library operations. It will also include some dedicated space as well.
  - Youth Center Director could take on more of a role to oversee programming of the Community Center but again remains TBD as we continue to evaluate this concept and the plan overall. We will review all options to fund the position up to a full FTE without effecting the tax levy.
- Funds previously diverted to the Youth Center will flow to the Library. We will review the feasibility of these funds both internal and external that were previously going to the Youth Center as an NPO to the Library to support this work as they did before.
- Youth Center and Library spaces will be planned to be synonymous within the Community Center spaces, essentially there will be a youth area that they have access to and can use for programming within the space needs that they have requested. Still need to plan this out further spatially which is the next step to further evaluate this concept.
  - Space needs identified by the Library and Youth Center are pretty similar. Combining them physically within the plan limits duplication/overlap while creating efficiency in their operations. They'll each have more space to work with together than they would otherwise if they had to be separate which also then in theory should not affect other users.
- Youth Center and its Board will fold, they can create a friends group to support these operations in a similar manner as the Friends of the Library does. Library Board through the Director would control the operations going forward.
  - There is a question of "brand" or "identity" we will need to consider within this process.

I wanted to get the meeting scheduled on the calendar so we know there is documents to review coming. Additionally, provide an introduction to this concept on the Youth Center and how we start to review the puzzle pieces coming together. As we go through this, I would appreciate everyone's feedback in the process so we can work together to bring forth what will be a tremendous asset to the Community.

Nothing further to do at the moment. A meeting request will be sent out and then you'll receive plan updates next week. Let me know if you have any questions.

Thanks,
Matt

SUMMARY AND NEXT STEPS

McFarland's E.D. Locke Public Library website offers an abundance of valuable information.

The information provided falls in three main categories:

1) information about the library and its services;

2) listings of programs and events to help individuals engage with books and with other readers;

3) book (and other materials) recommendations and information. We recommend prioritizing these categories, and ensuring the sections within them are more clearly defined so readers can easily locate the information of most benefit to their needs.

Here are the next steps we recommend, in order of priority:

1. Boost your brand with a cohesive presentation
    a. Consider adding the word "McFarland" as a more consistent brand presence within your logo.
    b. Decide whether you wish to use a tagline.
    c. Consider the addition of a secondary brand color.
    d. Build social media and web display frames that feature logo ids.

2. Implement the website content recommendations, adding intros, restructuring sections, and editing content.
    a. Build main website pages to move the reader from "interested" to "taking action"
    b. Determine additional important keywords
    c. Adopt a formal stylebook and build a brand writing style guide
3. Improve under-the-hood website details
    a. Set up Google Analytics further
    b. Create metatags and page titles
    c. Prepare and review all pages for ADA compliance.
    d. Improve page load speeds.
    e. Verify mobile site appears to best advantage.
4. Pull it all together online
    a. Implement the online presence recommendations for Google Business Profile.
    b. Improve social media by combining redundant channels and creating a calendar for each.

These improvements will enable both casual and determined users to land on the site knowing they are in the right place, and move through to find the information of most benefit to them. The reorganization will enable the site to perform well in online searches and attract a wider audience.

Rachel Arndt Consulting
Milwaukee, Wisconsin

414-234-3921

r.arndt.consulting@ gmail.com

PURPOSE & VISION

Create engaging, personalized growth opportunities for library staff.
Design customized solutions for individuals and teams that cultivate new ideas, develop relevant skills, and enhance professional knowledge.
Plan strategic projects that benefit library teams and the communities they serve.

RACHEL ARNDT

LIBRARY EXPERIENCE

- **Demonstrated management and administrative leadership in a large, urban public library**
- **Extensive personnel management experience**
- **Knowledgeable project manager**
- **Active member of Wisconsin Library Association**

Through on-the-job experience and current client relationships, I am in touch with relevant library issues. I am committed to leveraging my knowledge and expertise to support library staff and teams in striving for excellence.

EDUCATION & CERTIFICATIONS

BA, Carroll College, Waukesha, Wisconsin

- 2001, English, Liberal Studies

MLIS, UW-Milwaukee, Milwaukee, Wisconsin

- 2008, Archives Concentration

LEADERSHIP & COMMUNITY ENGAGEMENT

- **LSTA Advisory Committee, Wisconsin DPI, 2015 - 2019**
- **WLA New Member Roundtable Chair, 2013**
- **Milwaukee Public Library Customer Service Committee Chair, 2016 - 2020**
- **WLA Nominations Committee Member, 2018 - present**
- **WLA Treasurer, 2022 - 2025**
- **Community Boards, Fundraising Committees**
  - **St. Thomas Aquinas Academy**
  - **St. Thomas More High School**
  - **Arts @ Large**
- **High School Volleyball Coach**

CONNECT WITH ME ON LINKEDIN

Rachel Arndt Consulting offers services for:

Individuals

Library Managers

Libraries/Institutions

Library Systems

Associations

Leadership Groups

MENU OF SERVICES

Career Coaching (Individual)

- Interview Preparation
- Goal Setting
- Individual Sessions or 3 Session Pack

Career Coaching (Institution)

- Hiring Coach
  - Prepare a job description and interview questions
  - Serve on interview panels
- Onboarding Plan (new or promoted employees)

Project Management

- Consultation Sessions for strategic planning, project design or project evaluation.
- Short or long-term project management services
- Meeting Facilitation
- Strategic Planning

Professional Development & Continuing Education

- Lunch & Learn
- Webinars/Seminars
- Team Building
- Staff Development/In-service Day
  - Includes pre-planning meeting and summary documentation

PRICING

Flat fees for all services excluding staff day and project management.

Base rate begins at $50/hour.

Negotiable fees for staff day and project management. Contact Rachel Arndt for a free estimate.

Hi Heidi,

Thanks so much for contacting me! I enjoyed working with your group and look forward to my virtual session tomorrow. I've included an estimate below for strategic planning services. This estimate could go up or down depending on what elements you want to include or exclude. I will work with you to tailor the strategic planning process to your needs, so a more accurate estimate will be possible once I get some feedback from you.

Assumptions I've made: two (2) community listening sessions, a half-day strategic planning session with library staff, trustees, five (5) check-in meetings with the planning team, and eight (8) total visits to your library over the course of your planning process. I am happy to attend in-person meetings and can also pivot to Zoom meetings/conference calls when needed.

Once we finalized the deliverables, I can provide you with a contract and payment agreement that would have the agreed upon fee. I include mileage in my flat-fee billing and I would not charge mileage separately unless we ended up exceeding the number of visits in the final agreement.

I have attached my bio and menu of services which includes my LinkedIn page for any reviewing your board needs. Please let me know if I can provide any other details that might be helpful for your packet.

I appreciate you thinking of me and look forward to hearing more about your planning goals!
Rachel

DESCRIPTION OF SERVICES:

- Plan and facilitate in-person strategic planning on behalf of E. D. Locke Public Library.

DELIVERABLES:

- Monthly strategic plan team meetings
- Pre-planning session, scheduled January/February 2023
- Facilitate in-person community listening session for E. D. Locke patrons and McFarland community members, late winter, early spring 2023
- Facilitate in-person strategic planning session for E. D. Locke staff, trustees, Spring 2023
- Collaborate with strategic plan team to review findings from listening and planning sessions, Summer 2023
- Deliver formal report on strategic planning session outcomes by August 2023

ESTIMATE FOR SERVICES: $3,800.00