Advocacy and Promotion Standards

The library system has a responsibility to provide its member libraries with services and training related to advocacy and promotion. The library system may provide these services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

Advocacy

- The library system provides continuing education to member library staff and trustees in advocacy via workshops, newsletters, and webinars. The library system will offer a minimum of twelve (12) contact hours of advocacy continuing education annually, with a minimum of six (6) in-person contact hours.

- The library system develops advocacy tools that can be tailored to local library needs and that make it easier for member libraries to advocate on their own behalf, e.g., press releases, sample letters to officials, etc.

- The library system works with member libraries to develop a database of area library advocates and a program for regularly informing them of local and area advocacy needs.

- The library system informs member library staff, trustees, and advocates of pending legislation on the state and national levels that may affect libraries and explains how the proposed legislation might affect system and local library service.

- The library system facilitates participation of member library staff, trustees, and advocates in local, regional, and statewide advocacy events, e.g., candidate forums, WLA Library Legislative Day.

- The library system works with a variety of state, regional, and local government agencies on behalf of member libraries.

- The library system is readily available to assist member libraries in advocating for and securing local and county funding.

- The library system facilitates individual county library service planning processes when requested.

- The library system represents the interests of its member libraries to the Legislature and the Department of Public Instruction in the development of statewide library policy or services.

- The library system cooperates with other agencies or organizations for the benefit of member libraries and area residents.

- The library system has expertise to coordinate the collection, interpretation, and presentation of data at the systemwide level and local level.

- The library system explores and advocates for library funding models that consider measures of library use in addition to circulation (e.g., digital checkouts, program attendance, etc.)

Marketing and Promotion

- The library system is responsible for the marketing and promotion of systemwide services.

- The library system coordinates systemwide efforts to promote member library services.

- The library system coordinates public relations activities within the library system and between member libraries and other agencies.

- The library system provides professional-level assistance in marketing and promoting local programs and services.

- The library system works with individual local libraries to develop customized professional-quality promotional pieces, including providing text editing, graphic layout, and reproduction services.

- The library system works with individual local libraries to develop customized professional-quality digital graphics for use with websites and social media tools.

- The library system works with individual local libraries to develop customized professional-quality websites, including providing design services and training in website maintenance.

- The library system has expertise in social media tools and the ability to provide training and assistance to member libraries in the effective use of these tools.

Collaborative Services Standards

The library system optimizes the services that it provides to its member libraries by collaborating with others. Collaborative services within, between, and/or among systems can result in more and better services at less financial cost and less duplication of effort.

- The library system actively pursues opportunities to collaborate within, between, and/or among systems in order to maximize efficiencies.

- The library system facilitates meetings within, between, and/or among like-minded staff from multiple systems in order to discuss and implement collaborative services.

- The library system facilitates group purchasing (e.g., library applications, supplies, equipment, downloadable e-resources) within, between, and/or among library systems.

- The library system plans for continuing education opportunities with other systems in the region or within the state.

- The library system encourages and promotes collaborative exchanges with other systems in the same region or within the state that use the same ILS vendor.

- The library system gives high priority to collaborative service developments on its state-required annual plan and report.

Continuing Education Standards

The library system has a responsibility to provide continuing education and training opportunities to its member libraries. The library system may provide these services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

- The library system surveys member libraries on an annual basis to determine the continuing education and training areas that are of greatest interest to, or most needed by, member libraries.

- The library system plans all continuing education opportunities in accordance with the requirements set forth in the *Certification Manual for Wisconsin Public Library Directors* published by the Wisconsin Department of Public Instruction, Division for Libraries and Technology.

- The library system sponsors or co-sponsors a minimum of forty-two (42) contact hours of continuing education opportunities annually for member library staff and trustees, as well as for library system staff and trustees.

- The library system ensures that at least fifteen (15) of the forty-two (42) annual contact hours of continuing education are provided in-person at a location within a reasonable driving distance.

- The library system, with input from member libraries, evaluates each CE opportunity and conducts an annual outcome-based evaluation of its continuing education program. Results from evaluations are shared with member libraries.

- The library system opens all continuing education opportunities to staff from all types of libraries in the system area.

- The library system director and appropriate staff meets with all new library directors to provide an orientation on system services and an overview of library services in Wisconsin.

- The appropriate library system staff meets with newly hired key library staff to provide an orientation on system services relating to their positions.

- The appropriate library system staff attends meetings with member library trustees and staff and provides consultation and/or training related to local library issues, as requested.

Delivery Standards

Because the physical delivery of library materials is an essential element for effective resource sharing, the library system has a responsibility to provide a delivery service that connects libraries within the system and around the state. The library system may provide these services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

- The library system makes local delivery service available to member libraries at least five days per week. The delivery service schedule will be based upon the needs of the member libraries and the cost-effectiveness for the library system.

- The library system ensures that, within the system, material placed in delivery by a library shall be delivered to its destination library by the third business day, excluding weekends.

- The library system connects its local delivery service with the statewide library delivery network.

- The library system trains member library staff in effective and efficient methods for labeling and packing materials.

- The library system configures its Integrated Library System, whenever possible, to expedite delivery of materials requested by patrons.

- The library system encourages nonpublic libraries to participate in delivery networks offered through the system and the state.

- The library system, if operating its own delivery service, purchases fuel efficient vehicles.

- The library system, if operating its own delivery service, follows a regular service schedule based on the manufacturer's recommendations.

- The library system, if operating its own delivery service, ensures that the vehicle is equipped to protect library materials from weather, dust, and dirt.

- The library system, if operating its own delivery service, equips its vehicles so that delivery staff can safely move materials from the vehicles to a library and from a library to the vehicles.

- The library system, if operating its own delivery service, trains delivery staff on safe methods for lifting and moving materials.

Integrated Library System (ILS)

The library system has a responsibility to provide its member libraries with access to an affordable, shared integrated library system (ILS). Participation in a shared ILS is an essential element in each Wisconsin's public library's ability to provide modern and effective library service to its patrons, and the library system play a key role in ensuring that its member libraries can participate in a shared ILS. The library system may provide an ILS and related services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

Administration and Funding

- The library system facilitates access to a shared integrated library system (ILS) that meets the needs of the member libraries and their patrons.

- The library system supports an online catalog for the public that allows for the discovery of library resources in all formats.

- The library system will dedicate staff and fiscal resources to support and maintain access to a shared ILS.

- The library system and its members create a plan and budget to upgrade and replace ILS equipment and software on a regular schedule.

- The library system prepares an annual program budget that accurately reflects the costs and needs for the ILS.

- Each ILS consortium utilizes a decision-making process that meets the needs of member libraries and the system.

- The library system works with member libraries to ensure that adequate resources are available for ILS-related services.

- The library system, with input from the member libraries, develops a formula for cost-sharing among member libraries that is clear and equitable.

- The library system works with member libraries to produce and maintain standards for ILS use in a shared environment.

- The library system encourages the standardization of rules and procedures among ILS participants.

- With input from member libraries, the library system board and staff develop an ILS plan.

Database Management

- The library system provides an effective and efficient way for member libraries' holdings to be added to the database.

- The library system works with member libraries to establish standards and procedures for entering bibliographic and item holding records in accordance with currently accepted library cataloging and classification practices.

- The library system ensures access to reports to assist member libraries in managing ILS data.

- The library system ensures that bibliographic records, item records, and item status for materials in its database are searchable through standard protocols.

- The library system ensures access to reports to assist member libraries in managing patron, bibliographic, and holdings data.

Training and Support

- The library system provides a minimum of twelve (12) hours of training on ILS functionality on an annual basis.

- The library system ensures that member library staff are properly oriented and trained on ILS procedures and protocols.

- The library system supports training of the public in the use of the online catalog.

- The library system provides statistical data as required for the DLT Public Library Annual Report, using the standard definitions supplied by the Division.

- The library system ensures access to statistical reports and provides assistance to member libraries in interpretation of data.

- The library system provides qualified, trained staff devoted to the management and support of the shared ILS.

Interlibrary Loan Standards

Wisconsin's public library systems recognize that the sharing of material between libraries is an integral and vital element in the provision of library service and believe it to be in the public interest to encourage such exchanges. Interlibrary loan (ILL) is intended to complement local collections, and should not be used as a substitute for good library collections which meet the routine needs of users. **While ILL can be defined as any exchange of materials between libraries, this standard is intended to address only those exchanges that occur outside of a shared ILS.**

The effectiveness of the state's interlibrary loan system depends upon participation of public library systems, and libraries of all types and sizes, and rests on the belief that no library, no matter how large or well supported, is self-sufficient in today's world. While it is evident that some libraries are net borrowers (borrow more than they lend) and others are net lenders (lend more than they borrow), the system also rests on the belief that all libraries should be willing to lend if they are willing to borrow. *(Adapted from the Interlibrary Loan Code for the United States.)*

The library system has a responsibility to provide it member libraries with access to an effective ILL service that facilitates resource sharing with other libraries. The library system may provide ILL services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

Participation

- The library system ensures that all member libraries participate fully in interlibrary loan as lenders and borrowers.

- The library system ensures that that all participating ILL libraries follow interlibrary loan procedures and protocols established by the system, RL&LL and/or OCLC.

- The library system ensures that patron-initiated interlibrary loan requests are mediated.

- The library system ensures and advocates for the confidentiality of the user.

- The library system advocates for efficient two-way communication/linking between and among local (system) consortia, state, and national ILL networks.

Training

- The library system provides training on creating and managing interlibrary loan requests.

- The library system provides an annual workshop on interlibrary library loan to clarify and review best/current practices, protocols, and procedures.

- The library system participates in/attends all DPI-sponsored meetings for systems and shares what is learned with area ILL colleagues.

- The library system promotes continuing education/training opportunities related to interlibrary loan and encourages participation.

- The library system promotes webinars which provide training on resources available through BadgerLink and encourages participation.

Communication

- The library system ensures all member libraries are subscribed to the appropriate interlibrary loan communication channels.

- The library system ensures that area libraries receive promotional materials about resources/information available about interlibrary loan best practices, standards, etc.

- The library system ensures that participants have access to accurate ILL statistics.

Innovation / Future

- The library system explores nontraditional ILL practices, such as direct-to-user-delivery and purchase/print-on-demand options to ensure maximum and efficient accessibility and convenience.

Non-Traditional Library User Services Standards

The library system has a responsibility to assist its member libraries with the services they provide to non-traditional library users.* The library system may provide these services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

- The library system assists its member libraries in identifying populations of non-traditional library users.

- The library system provides its member libraries with access to expertise and consulting to assist them in planning and developing services for non-traditional library users.

- The library system facilitates its member libraries' use of *Youth with Special Needs: A Resource and Planning Guide for Wisconsin's Public Libraries* and *Adults with Special Needs: A Resource and Planning Guide for Wisconsin's Public Libraries* in the planning and development of services to non-traditional users.

- The library system sponsors a minimum of six (6) contact hours annually of continuing education opportunities relating to, or showcasing, services to non-traditional library users.

- The library system collaborates with member libraries or other systems to obtain grants which provide funding to serve non-traditional library users.

- The library system assists member libraries in marketing services to non-traditional library users.

- The library system facilitates regional collaborations on services to non-traditional library users.

*Non-traditional library users include individuals of all ages who often face barriers to their use of public library services, or need specific resources at the library or accommodations to make the most of their time at the library. These barriers affect people with mobility and orthopedic disabilities, people living in poverty, people living in alternative family and home situations (including institutions), people with cognitive disabilities, autism, or traumatic brain injuries; people with emotional behavior disabilities, people with learning disabilities, people with hearing or vision disabilities, people with varying speech and language abilities, and aging populations, among others.

Technology Standards

The library system has a significant role in leadership and training in discovering and implementing new technology, in facilitating technology infrastructure, and in providing local technology support. The library system may provide these services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

- The library system provides its member libraries with access to technology expertise and technology consulting.

- The library system sponsors or co-sponsors a minimum of six (6) contact hours of technology-related continuing education per year.

- The library system provides a secure Wide Area Network (WAN), with adequate bandwidth, for data communication between member libraries, the system headquarters, and appropriate application servers.

- The library system monitors bandwidth usage by member libraries. In addition, the library system assesses each member library's bandwidth needs twice each year.

- The library system assists member libraries in acquiring supplemental bandwidth when needed.

- The library system promotes effective cost-sharing by facilitating the hosting and licensing of shared applications and databases used by member libraries.

- The library system provides assistance with and support for essential member library technology services during all hours of library operation.

- The library system technology staff meets with member library technology staff at least once per year to consult and advise on the member libraries' technology infrastructure and workflow practices.

- The library system establishes competency guidelines for member library staff needed to use system-provided technology services. The library system develops and provides training based upon the assessment of library staff competency levels.

- The library system facilitates group purchases of computers, network devices, and other technology-related devices for member libraries in order to promote ownership of state of the art equipment and cost savings.

Youth Services Standards

The library system has a responsibility to assist its member libraries in meeting the literacy and learning needs of youth and young adults. Specifically, the library system provides education, information, and assistance to member libraries so they have the means to encourage youth, and their parents or caregivers, to use the library and increase their literacy skills. The library system may provide these services directly to its member libraries with its own staff, or it may contract or collaborate with other library systems or vendors to assist it in meeting these service standards.

- The library system sponsors a minimum of nine (9) contact hours annually of continuing education opportunities relating to youth services, including a Summer Library Program kickoff.

- The library system sponsors a minimum of three (3) contact hours annually of continuing education relating to young adult services.

- The library system provides its member libraries with access to youth services expertise and consulting.

- The library system assists member libraries in marketing youth and young adult activities.

- The library system assists member libraries in implementing best practices and meeting appropriate standards related to early literacy.

- The library system facilitates regional collaborations on youth services.