OWLSnet
Administrative Advisory Committee Meeting
Outagamie Waupaca Library System
September 21, 2012

Present: Rita Schiesser, Algoma; Brian Kopetsky, Michael Nitz, Paula Wright, Appleton; Rebecca Buchmann, Black Creek; Kathy Mitchell, Clintonville; Stephanie Weber, Florence; Susan O'Leary Frick, Fremont; Kay Rankel, Gillett; Carolyn Habeck, Hortonville; Beth Carpenter, Kimberly/Little Chute; Tony Wieczorek, Kaukauna; Susan Grosshuesch, Kewaunee; Pam Ellingson, Lakewood; Becky DeCloux, Lena; Mariel Carter, Marinette; Trinitie Wilke, Marion; Ann Hunt, New London; Mark Merrifield, NFLS; Joan Denis, Oconto Falls; Evan Bend, Patty Hankey, Laura Jandacek, Rick Krumwiede, Gerri Moeller, Anne Paterson, Bradley Shipps, OWLS; Sue Vater Olsen, Scandinavia; Elizabeth Timmons, Seymour; Kristie Hauer, Shawano; Melanie Waldron, Shiocton; Becca Berger, Linda Streyle, Tracy Vreeke, Sturgeon Bay; Amanda Burns, Suring; Peg Burington, Waupaca; Kristi Pennebecker, Weyauwega

1. Call to order
    The meeting came to order at 9:30am at the Appleton Public Library.

2. [Minutes of the July 20, 2012](#)
    The minutes of the meeting were accepted as distributed.

3. AAC ground rules
    Rick reminded everyone that with such a large group it can be difficult to hear and follow the discussion. He asked everyone to help the meeting function more effectively by remembering the AAC ground rules:
    *   Only one person speaks at a time
    *   Please wait until you are recognized to speak
    *   If you've spoken to the issue already, please let others speak

4. Announcements
    *   We have two new directors at this meeting: Amanda Burns from Suring and Tony Wieczorek from Kaukauna. Welcome!
    *   Peg from Waupaca announced the [Waupaca Book Festival](#) will take place on October 12 – 13, featuring sixteen authors.
    *   Kristi from Weyauwega mentioned that while some libraries have had problems opening Weyauwega's cases when they arrive, they do actually unlock their DVD cases before putting them in transit. They aren't sure what's happening – perhaps they are getting locked in transit? If you cannot get a case open, please return to Weyauwega and they will unlock it.

5. Information – to be presented by OWLS and OWLSnet member library staff
    *   Sierra Transition
        Rick thanked the libraries for their patience, understanding and support during the transition to Sierra. The transition took longer than expected but Sierra is now up and running. Gerri summarized the events of the Sierra move and discussed all of the current known issues. There is a comprehensive list of [known issues](#) in the OWLSnet online manual that is regularly updated. Please continue to let OWLS know if you encounter additional problems, providing as much detail as possible. It will help us handle the calls better and help Innovative fix the issues.

- Shoutbomb promotion and form
  More people are signing up for Shoutbomb. There are currently approximately 320 patrons using Shoutbomb. Evan posted a form in InfoSoup that patrons can sign-up to receive Shoutbomb texts. He also created promotional cards with sign-up instructions. Libraries may distribute these to patrons to promote Shoutbomb. Appleton has placed the cards on their hold shelves. Patrons can take them when they pick-up their holds.

- Wikipedia books
  Anne reported that some vendors, including Amazon and Ingram, are selling non-fiction books compiled from Wikipedia pages. They are expensive and not returnable. Appleton has purchased a few accidentally and discards them. Other libraries outside OWLSnet have had problems with them as well, and have generally decided not to add them to their collections. Identifying these books is difficult. They have ISBNS, the covers are very generic and the editor is generally listed as the author. There may be a symbol on the cover saying something like "edited by _____from Wikipedia articles." Please warn your library staff about these books and be aware when ordering. Michael from Appleton recommends that you turn off reproduction editions when ordering from Ingram, so they don't appear on the ordering page. Unfortunately, an option like this isn't available at Amazon.

- The Lost field in the patron record has been removed. All of the libraries who had used this field extensively have been contacted, and the data has been moved into another patron field. OWLS is repurposing the field for some "behind the scenes" work.

- InfoSoup update
  Evan reported that OneClick Digital bookmarks are available for member libraries to take and use for promotion. OWLS will offer a webinar on how to use OneClick Digital on Oct 5 and Oct 11. The course will include collection content, signing up, checking out and transferring to other devices. Evan will repeat the webinar at a future date if it is popular. Please register for this webinar, there are limited seats.

- Adult Reading Challenge
  Mariel spoke about the Adult Reading challenge for 2013, now titled The Year of Reading Dangerously. The mission of this challenge is to:
    o Encourage adult reading and increase circulations
    o Reach out to people in their homes and online
    o Foster an online reading community
    o Bolster the Books R Us blog

  The challenge will run January 2013 – December 2013 for all adult InfoSoup card holders. Participants will read books with an InfoSoup catalog holding and then write and add a review to the Books R Us blog. There will be random drawings for prizes. Every review entry will earn a chance at a prize. Prizes will be drawn six times throughout the challenge, with the prizes getting bigger throughout the year. Patrons won't be excluded if they have previously won a prize, but library staff and their families are excluded from the challenge. Individual libraries can decide to promote heavily or lightly. The reading challenge committee will have promotional materials and review rules/tips for libraries to handout to participants.

- Brown County billing
  At the recent their meeting, the OWLS Board recommended that the Appleton, Kaukauna, Kimberly/Little Chute and Seymour libraries discontinue services to Brown County residents if Brown County Library does not withdraw its bill or Brown County doesn't pay the bill from the libraries. If the situation cannot be resolved, letters will be sent to Brown County cardholders informing them of the cut in services. In response to a question, Rick reported that it's likely that Outagamie County will pay the bill if it is not withdrawn.

6. OWLSnet planning update
   - Evan shared the background paper in the OWLSnet planning process with the group: OWLSnet eContent Discussion Paper. This paper is not intended to be a final product, but rather to frame the issues and generate productive discussion.

     Some of the key topics covered were:

     While eContent was previously considered supplemental, this will most likely change dramatically in the future. New types of eContent (eBooks in particular) are not just new formats, but present new legal, economic, and technological issues that pose significant challenges to libraries.

     Wisconsin (through WPLC) has a successful statewide model for lending eContent. Continuing to work within this framework is, currently, our best avenue for building an eContent collection. OWLSnet staff and libraries have and continue to take an active role in statewide eBook initiatives, including active participation on the WPCL board and WPLC committees. We feel strongly that all libraries contributing to the cost of digital materials should be represented at meetings and active in making decisions and are working to make sure WPLC evolves to equitably manage the statewide buying pool.

     We currently license eBooks and downloadable materials, but this is an evolving area. Some libraries (in Colorado, etc.) have built their own infrastructure to gain better control over digital rights to materials. We need to keep an eye on the progress of these initiatives. These "ownership" models, while important, do not currently have the support of the largest publishers. If these models prove successful, it is likely something we would look at as a statewide project, rather than as an OWLSnet project.

     Regardless of how we get our eContent, providing better integration with our OPAC is a high priority. Innovative and OverDrive continue to make advances in this area.

     There are still a large number of users unaware of the eContent services that the library provides. Both staff and patron education is important. We need to be able to promote our eContent services, explain how they work, and understand some of the challenges libraries face (e.g. publishers don't make titles available, publishers charge more to libraries than consumers etc.)

     How to budget for increased eContent is another challenge that will need to be addressed.

     As a side note, we discussed how some OWLSnet libraries currently help patrons download materials in their libraries. Door County and Kimberly-Little Chute both provide this service. This is just one specific example of some of the many technological issues we will need to address as eContent plays a larger role in our libraries.

OWLS will continue to provide additional background papers for planning purposes, to discuss other areas of interest to OWLSnet libraries.

7. Decision – consensus decision or vote
   - None

8. Ideas submitted for discussion
   - None

9. Discussion – discussion of issues that may be up for decision at future meetings
   - None

10. Adjournment
    - Meeting adjourned at 11:52pm.