

# PUBLIC NOTICE

Meeting: Library Board  
Tuesday, October 13, 2020

**6:00 p.m.** – 12808 W. Hampton Avenue

PLEASE TAKE NOTICE that a regular meeting of the Butler Library Board will be held on the 13<sup>th</sup> day of October, 2020 at 6:00 p.m. **at the Butler Public Library**. *The public is welcome as long as you do not exhibit symptoms of illness, and keep a safe distance from others. For safety, please wear a face mask.* To request a call-in number or to send questions, write to Village Hall at 12621 W Hampton Avenue, Butler, WI 53007, c/o Library Board, or email [boardpresident@butler.lib.wi.us](mailto:boardpresident@butler.lib.wi.us) prior to the meeting.

At this meeting the following items of business will be considered and possibly acted upon:

1. Roll Call
2. Persons Desiring to be Heard (3 minute limit per person)
3. Communications – refer to the **Directors Report** for additional communications
  - 3.1. 2021 Budget Review – [Goal#1, #2]
  - 3.2. Pumpkin Judging [Goal #1]
  - 3.3. Monthly Financial Report – 2020 Year-To-Date Review
  - 3.4. Other
4. Trustee Education
  - 4.1. Library Advocacy Webinar
5. Consent Agenda

*Note: Prior to voting on the Consent Agenda, items may be removed at the request of any Board Member and placed on the agenda under New Business.*

  - 5.1. Consideration of Minutes: September 8, 2020
  - 5.2. Strategic Plan Update
  - 5.3. 2021 Holiday Schedule
  - 5.4. *HelpNow* Introduction
  - 5.5. BadgerLink Resource – Video Link
  - 5.6. Report of the Director – **do not miss reading this!**
6. Old Business
  - 6.1. Hours of Operation Review [Goal #3]
7. New Business
  - 7.1. Staff Appreciation Planning – Discussion [Goal #2]
  - 7.2. Sponsorships for Big Ticket Items – Discussion [Goal #3]
8. Schedule next meeting: November 10, 2020
9. Adjournment

Dated: 10/9/2020  
Jodi Kessel Szpizar  
Director

Charlene M Benjamin  
President

**2020-2021 Strategic Goals: Profile<>Staff<>Offerings<>Technology<>Outreach**

September 2020			2020 YTD Money Spent	Current Month (September 2020)	2020 Remaining Balance	% Spent		
Fund Account #	2020 Library Budget 800 Fund	2020 Budget						
800-55100-50110	Library Salaries & Benefits	\$61,241.00	\$40,150.47	\$4,240.51	\$21,090.53	65.56%		
800-55100-50120	FICA/Medicare	\$4,685.00	\$3,157.53	\$334.11	\$1,527.47	67.40%		
800-55100-50123	Retirement Contribution	\$1,659.00	\$1,126.60	\$127.00	\$532.40	67.91%		
800-55100-50124	Group Life Insurance Premium	\$61.00	\$59.10	\$9.36	\$1.90	96.89%		
<b>800-55100</b>	<b>Library Salaries &amp; Benefits</b>	<b>\$67,646.00</b>	<b>\$44,493.73</b>	<b>\$4,710.98</b>	<b>\$23,152.27</b>	65.77%		
800-55200-50126	Travel/Training/Meetings	\$1,100.00	\$439.08	\$0.00	\$660.92	39.92%		
800-55200-50127	Membership Dues	\$160.00	\$156.00	\$0.00	\$4.00	97.50%		
800-55200-50134	Utilities	\$7,500.00	\$4,310.76	\$608.11	\$3,189.24	57.48%		
800-55200-50135	Telephone/Internet	\$1,450.00	\$794.89	\$15.55	\$655.11	54.82%		
800-55200-50136	Office Supplies	\$800.00	\$523.23	\$37.27	\$276.77	65.40%		
800-55200-50137	Postage	\$50.00	\$48.20	\$11.00	\$1.80	96.40%		
<b>800-55200</b>	<b>Library Administration</b>	<b>\$11,060.00</b>	<b>\$6,272.16</b>	<b>\$671.93</b>	<b>\$4,787.84</b>	56.71%		
800-55300-50162	Contracted Services	\$8,100.00	\$5,356.15	\$1,485.84	\$2,743.85	66.13%		
800-55300-50163	Technology Maintenance	\$3,000.00	\$2,939.10	\$218.75	\$60.90	97.97%		
800-55300-50164	Computer Equipment/Maintenanc	\$150.00	\$287.45	\$269.47	-\$137.45	191.63%		
800-55300-50165	Copier Maintenance	\$850.00	\$450.00	\$50.00	\$400.00	52.94%		
800-55300-50166	Material Processing/Repair	\$900.00	\$578.27	\$43.57	\$321.73	64.25%		
800-55300-50167	Housekeeping Supplies	\$250.00	\$20.88	\$0.00	\$229.12	8.35%		
<b>800-55300</b>	<b>Library Equipment/Maintenance</b>	<b>\$13,250.00</b>	<b>\$9,631.85</b>	<b>\$2,067.63</b>	<b>\$3,618.15</b>	72.69%		
800-55400-50168	E-Book Contribution	\$633.00	\$633.00	\$0.00	\$0.00	100.00%		
800-55400-50169	Shared Databases/Licenses	\$408.00	\$408.00	\$0.00	\$0.00	100.00%		
800-55400-50170	Special Event Programming	\$0.00	\$0.00	\$0.00	\$0.00	0.00%		
800-55400-50172	Patron Programs	\$787.00	\$112.10	\$33.54	\$674.90	14.24%		
800-55400-50179	CAFÉ Member Charge	\$3,723.00	\$3,723.00	\$0.00	\$0.00	100.00%		
<b>800-55400</b>	<b>Library Programs &amp; Services</b>	<b>\$5,551.00</b>	<b>\$4,876.10</b>	<b>\$33.54</b>	<b>\$674.90</b>	87.84%		
800-55500-50171	Library Magazines/Newspapers	\$1,100.00	\$769.98	\$9.99	\$330.02	70.00%		
800-55500-50173	Adult Collection	\$4,615.00	\$3,774.73	\$595.02	\$840.27	81.79%		
800-55500-50174	Youth Collection	\$4,500.00	\$3,138.66	\$462.17	\$1,361.34	69.75%		
<b>800-55500</b>	<b>Library Collection</b>	<b>\$10,215.00</b>	<b>\$7,683.37</b>	<b>\$1,067.18</b>	<b>\$2,531.63</b>	75.22%		
	Contingency	<b>\$1,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000.00</b>	0.00%		
<b>Fund 800 Library Totals</b>		<b>\$108,722.00</b>	<b>\$72,957.21</b>	<b>\$8,551.26</b>	<b>\$35,764.79</b>	67.10%		
<b>Library Income</b>	<b>Budget</b>	\$14,161.00	<b>YTD Deposited</b>	\$6,295.77	<b>Mo. Deposited</b>	\$391.60	<b>Balance Needed</b>	\$7,865.23
			44.46%				55.54%	
<b>Adjusted Revenue for 2020-September</b>		\$10,100.00	\$6,295.77	\$391.60	\$3,804.23		37.67%	
					\$303.02		3.00%	
				<b>October 2020 to date</b>	\$3,501.21			

Fund 800 - LIBRARY FUND

Account	Description	2020 Amended Budget	YEAR-TO-DATE THRU 09/30/20	ACTIVITY FOR MONTH ENDED 09/30/2020	Available Balance	% Used
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Revenues

Department 00000: MISC REVENUE

09/02/2020	CR	OTHER/KEEP THE CHANGE/DONATION	25108	5.25 Receipt #: 42159		
09/11/2020	CR	OTHER/KEEP THE CHANGE/DONATION	25255	1.45 Receipt #: 42275		
09/16/2020	CR	OTHER/KEEP THE CHANGE/DONATION	25284	3.50 Receipt #: 42412		
09/25/2020	CR	OTHER/KEEP THE CHANGE/DONATION	25312	2.45 Receipt #: 42557		
40320	MISC REVENUE		444.01	12.65	480.99	48.00

41100	PROPERTY TAXES		94,561.00	0.00	0.00	100.00
48910	LIBRARY FEES		1,377.72	293.00	2,022.28	40.52

09/02/2020	CR	PRINTING/COPIES	25107	4.50 Receipt #: 42158		
09/02/2020	CR	PRINTING/COPIES	25108	42.00 Receipt #: 42159		
09/02/2020	CR	BOOK SALES	25108	1.00 Receipt #: 42159		
09/09/2020	CR	BOOK SALES	25177	1.00 Receipt #: 42238		
09/09/2020	CR	PRINTING/COPIES	25177	22.00 Receipt #: 42238		
09/09/2020	CR	MILWAUKEE CARDS	25177	40.00 Receipt #: 42238		
09/11/2020	CR	BOOK SALES	25255	1.00 Receipt #: 42275		
09/11/2020	CR	PRINTING/COPIES	25255	58.75 Receipt #: 42275		
09/16/2020	CR	REPLACEMENT LIBRARY CARDS	25284	2.00 Receipt #: 42412		
09/16/2020	CR	PRINTING/COPIES	25284	72.75 Receipt #: 42412		
09/25/2020	CR	BOOK SALES	25312	9.50 Receipt #: 42557		
09/25/2020	CR	PRINTING/COPIES	25312	38.50 Receipt #: 42557		

48920	LIBRARY FEES		3,400.00	1,377.72	2,022.28	40.52
48920	LIBRARY FINES		2,200.00	782.25	1,417.75	35.56
09/02/2020	CR	FINES/REPLACEMENT COSTS	25108	15.75 Receipt #: 42159		
09/09/2020	CR	FINES/REPLACEMENT COSTS	25177	9.30 Receipt #: 42238		
09/11/2020	CR	FINES/REPLACEMENT COSTS	25255	17.70 Receipt #: 42275		
09/16/2020	CR	FINES/REPLACEMENT COSTS	25284	24.35 Receipt #: 42412		
09/25/2020	CR	FINES/REPLACEMENT COSTS	25312	18.85 Receipt #: 42557		

49000	INTERGOVERNMENTAL REVENUE		7,636.00	3,691.79	3,944.21	48.35
49101	TRANS FROM OTHER FUNDS		0.00	0.00	0.00	100.00

Total - Dept 00000			108,722.00	100,856.77	391.60	7,865.23	92.77
Total Revenues			108,722.00	100,856.77	391.60	7,865.23	92.77

Expenditures  
 Department 55100: LIBRARY SALARIES & BENEFITS  
 50110 SALARIES

Fund 800 - LIBRARY FUND

Account	Description	2020 Amended Budget	YEAR-TO-DATE THRU 09/30/20	ACTIVITY FOR MONTH ENDED 09/30/2020	Available Balance	% Used
<b>Expenditures</b>						
Department 55100: LIBRARY SALARIES & BENEFITS						
09/04/2020	PR SUMMARRY PR 09/04/2020		25093	2,198.16 63		
09/18/2020	PR SUMMARRY PR 09/18/2020		25248 ✓	2,042.35 64		
50110	SALARIES	61,241.00	40,150.50 <sup>9</sup>	4,240.51 ✓	21,090.50	65.56
50120	FICA/MEDICARE					
09/04/2020	PR SUMMARRY PR 09/04/2020		25093	173.23 63		
09/18/2020	PR SUMMARRY PR 09/18/2020		25248 ✓	160.88 64		
50120	FICA/MEDICARE	4,685.00	3,157.53 ✓	334.11 ✓	1,527.47 ✓	67.40
50123	RETIREMENT CONTRIBUTION					
09/04/2020	PR SUMMARRY PR 09/04/2020		25093	66.37 63		
09/18/2020	PR SUMMARRY PR 09/18/2020		25248	60.63 64		
50123	RETIREMENT CONTRIBUTION	1,659.00	1,126.60 ✓	127.00 ✓	532.40 ✓	67.91
50124	GROUP LIFE INS PREMIUM					
09/04/2020	PR SUMMARRY PR 09/04/2020		25093	9.36 63		
50124	GROUP LIFE INS PREMIUM	61.00	59.10 ✓	9.36 ✓	1.90 ✓	96.89
Total - Dept 55100		67,646.00	44,493.73 ✓	4,710.98 ✓	23,152.27 ✓	65.77
Department 55200: LIBRARY ADMINISTRATION						
50126	TRAVEL/TRAINING/MEETINGS	1,100.00	439.08	0.00	660.92	39.92
50127	MEMBERSHIP/PROFESSIONAL DUE	160.00	156.00	0.00	4.00	97.50
50134	UTILITIES					
09/01/2020	UB Internal Charge		25103	207.88 Internal Charge		
09/11/2020	AP UTILITY FOR 2020		25224	400.23 Inv #: 4244-687-085 8192020 Vendor '189'		
50134	UTILITIES	7,500.00	4,310.76 ✓	608.11 ✓	3,189.24 ✓	57.48
50135	TELEPHONE/INTERNET					
09/04/2020	AP PHONE FOR AUG 2020		25147	15.55 Inv #: 2827832525082020 Vendor '1648'		
50135	TELEPHONE/INTERNET	1,450.00	794.89 ✓	15.55 ✓	655.11 ✓	54.82
50136	OFFICE SUPPLIES					
09/04/2020	AP LIBRARY EXPENSES THRU 08/21/2020		25152	2.91 Inv #: 08212020 Vendor '2052'		
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020		25230	32.18 Inv #: 7490-08252020 Vendor '1668'		
09/11/2020	AP LIBRARY EXPENSE FROM E. GLASER		25242	2.18 Inv #: GLASER Vendor '2053'		
50136	OFFICE SUPPLIES	800.00	523.23 ✓	37.27 ✓	276.77 ✓	65.40
50137	POSTAGE					
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020		25230	11.00 Inv #: 7490-08252020 Vendor '1668'		

REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF BUTLER

Balances as of 09/30/2020

Fund 800 - LIBRARY FUND

Account	Description	2020 Amended Budget	YEAR-TO-DATE THRU 09/30/20	ACTIVITY FOR MONTH ENDED 09/30/2020	Available Balance	% Used
<b>Expenditures</b>						
Department 55200: LIBRARY ADMINISTRATION						
50137	POSTAGE	50.00	48.20 ✓	11.00 ✓	1.80	96.40
50161	LIBRARY WCHLS FEES	0.00	0.00	0.00	0.00	100.00
Total - Dept 55200		11,060.00	6,272.16 ✓	671.93	4,787.84	56.71
Department 55300: LIBRARY EQUIPMENT/MAINTENANCE						
LIBRARY CONTRACTED SERVICES						
50162	LIBRARY CONTRACTED SERVICES	8,100.00	5,356.15 ✓	1,485.84 ✓	2,743.85 ✓	66.13
LIBRARY TECHNOLOGY SUPPLIES						
50163	LIBRARY TECHNOLOGY SUPPLIES	3,000.00	2,939.10 ✓	218.75 ✓	60.90 ✓	97.97
09/25/2020	AP SERVICE AND EQUIPMENT FOR AUG 2020 FOR L			218.75 Inv #: '20949' Vendor '636'		
50164	COMPUTER/EQUIP MAINT	150.00	287.45 ✓	269.47 ✓	(137.45)	191.63
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020			269.47 Inv #: '7490-08252020' Vendor '1668'		
LIBRARY COPIER MAINTENANCE						
50165	LIBRARY COPIER MAINTENANCE	850.00	25375 ✓	50.00 ✓	400.00 ✓	52.94
09/25/2020	AP COPIER MONTHLY MAINTENANCE FOR LIBRARY			50.00 Inv #: '012846' Vendor '1795'		
LIBRARY MATERIAL PROCESS/REPAI						
50166	LIBRARY MATERIAL PROCESS/REPAI	900.00	578.27 ✓	43.57 ✓	321.73 ✓	64.25
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020			37.70 Inv #: '7490-08252020' Vendor '1668'		
09/11/2020	AP LIBRARY EXPENSE FROM E. GLASER			5.87 Inv #: 'GLASER' Vendor '2053'		
LIBRARY HOUSEKEEPING SUPPLIE						
50167	LIBRARY HOUSEKEEPING SUPPLIE	250.00	20.88	0.00	229.12	8.35
Total - Dept 55300		13,250.00	9,631.85 ✓	2,067.63 ✓	3,618.15 ✓	72.69
Department 55400: LIBRARY PROGRAMS & SERVICES						
50168	LIBRARY E-BOOK CONTRIBUTION	633.00	633.00	0.00	0.00	100.00
50169	LIBRARY SHARED DATABASES	408.00	408.00	0.00	0.00	100.00
50170	LIBRARY DVD RENTALS-ADULT	0.00	0.00	0.00	0.00	100.00
50172	LIBRARY PATRON PROGRAMS					

Fund 800 - LIBRARY FUND

Account	Description	2020 Amended Budget	YEAR-TO-DATE THRU 09/30/20	ACTIVITY FOR MONTH ENDED 09/30/2020	Available Balance	% Used
<b>Expenditures</b>						
Department 55400: LIBRARY PROGRAMS & SERVICES						
09/04/2020	AP LIBRARY EXPENSES THRU 08/21/2020		25152	21.97 Inv #: '08212020' Vendor '2052'		
09/04/2020	AP LIBRARY EXPENSES FOR AUG 2020		25153	4.58 Inv #: '08312020' Vendor '1912'		
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020		25230	6.99 Inv #: '7490-08252020' Vendor '1668'		
50172	LIBRARY PATRON PROGRAMS	787.00	112.10 ✓	33.54 ✓	674.90 ✓	14.24
50179	CAFE MEMBER CHARGES	3,723.00	3,723.00	0.00	0.00	100.00
<b>Total - Dept 55400</b>						
		5,551.00	4,876.10 ✓	33.54 ✓	674.90 ✓	87.84
Department 55500: LIBRARY COLLECTION						
50171	LIBRARY MAGAZINES/NEWSPAPERS					
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020		25230	9.99 Inv #: '7490-08252020' Vendor '1668'		
50171	LIBRARY MAGAZINES/NEWSPAPER	1,100.00	769.98 ✓	9.99 ✓	330.02 ✓	70.00
50173	LIBRARY ADULT BOOKS					
09/04/2020	AP LIBRARY EXPENSES FOR AUG 2020		25153	42.27 ✓ Inv #: '08312020' Vendor '1912'		
09/11/2020	AP ADULT AND CHILDREN'S BOOKS		25241	22.94 ✓ Inv #: '2035424206' Vendor '1384'		
09/11/2020	AP ADULT BOOKS		25219	211.08 ✓ Inv #: '2035440462' Vendor '1384'		
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020		25230	179.04 ✓ Inv #: '7490-08252020' Vendor '1668'		
09/11/2020	AP ADULT BOOKS		25240	45.39 ✓ Inv #: '822253' Vendor '472'		
09/11/2020	AP LIBRARY EXPENSE FROM E. GLASER		25242	32.03 ✓ Inv #: 'GLASER' Vendor '2053'		
09/11/2020	AP LIBRARY EXPENSE FROM E. GLASER		25242	62.27 ✓ Inv #: 'GLASER' Vendor '2053'		
50173	LIBRARY ADULT BOOKS	4,615.00	3,774.73 ✓	595.02 ✓	840.27 ✓	81.79
50174	LIBRARY JUVENILE BOOKS					
09/04/2020	AP LIBRARY EXPENSES THRU 08/21/2020		25152	3.98 ✓ Inv #: '08212020' Vendor '2052'		
09/11/2020	AP ADULT AND CHILDREN'S BOOKS		25241	17.43 ✓ Inv #: '2035424206' Vendor '1384'		
09/11/2020	AP LIBRARY EXPENSES FOR AUG 2020		25230	132.06 ✓ Inv #: '7490-08252020' Vendor '1668'		
09/11/2020	AP LIBRARY EXPENSE FROM E. GLASER		25242	152.07 ✓ Inv #: 'GLASER' Vendor '2053'		
09/11/2020	AP LIBRARY EXPENSE FROM E. GLASER		25242	26.86 ✓ Inv #: 'GLASER' Vendor '2053'		
09/25/2020	AP CHILDREN'S BOOKS		25365	46.03 ✓ Inv #: '2035462817' Vendor '1384'		
09/25/2020	AP CHILDREN'S BOOKS		25376	83.80 ✓ Inv #: '516555' Vendor '2085'		
50174	LIBRARY JUVENILE BOOKS	4,500.00	3,138.66	462.17 ✓	1,361.34	69.75
50175	LIBRARY DVD RENTALS-CHILDREN	0.00	0.00	0.00	0.00	100.00
<b>Total - Dept 55500</b>						
		10,215.00	7,683.37 ✓	1,067.18 ✓	2,531.63 ✓	75.22
Department 80100: CONTINGENCY FUND						
50830	LIBRARY CONTINGENCY	1,000.00	0.00	0.00	1,000.00	0.00
<b>Total - Dept 80100</b>						
		1,000.00	0.00	0.00	1,000.00	0.00
<b>Total Expenditures</b>						
		108,722.00	72,957.21 ✓	8,551.26 ✓	35,764.79 ✓	67.10

REVENUE AND EXPENDITURE REPORT FOR VILLAGE OF BUTLER

Balances as of 09/30/2020  
 Fund 800 - LIBRARY FUND

Account	Description	2020 Amended Budget	YEAR-TO-DATE THRU 09/30/20	ACTIVITY FOR MONTH ENDED 09/30/2020	Available Balance	% Used
NET OF REVENUES AND EXPENDITURES						
		0.00	27,899.56	(8,159.66)	(27,899.56)	

**Wednesday, October 21 at 1:00 pm CDT**

**Promoting the Value of your Library webinar.** Registration Link:

<https://attendee.gotowebinar.com/register/7978362444761739019>

Many advocacy campaigns for libraries fail because library lovers forget that not everyone has an unquestioned love of libraries. Saying someone should use and support libraries "just because" is not enough. To promote an idea, an institution, or a cause requires an understanding of the diversity of community viewpoints and the ability to identify a person or a group's "selling point" when it comes to libraries. Are they interested in economic development or educational achievement? Are they worried about making ends meet on a tight budget, remodeling a home, finding a job, surviving as a single parent? Keeping their business, farm, or ranch above water in the pandemic era?

One model for a successful advocacy campaign, whether a one-shot or ongoing, is based on a proven strategy for winning support in formal elections. Four kinds of potential supporters are identified; each group needs a different strategy. Learn why engaging the complacent supporter might be the most important component of an advocacy initiative and how great customer service is the foundation for every advocacy program.

Presented by Library Consultant Pat Wagner, sponsored by the Wisconsin Valley and Northern Waters library systems.

**Recordings also available for:**

"Library Engagement: What Your Community Needs and How to Respond". (Tuesday, October 13<sup>th</sup>)

What your community needs and what your library can do to address those needs can be analyzed many ways. Do you start by talking about your current services and programming, and what materials to add to your collection? Should you focus on interviewing the leaders who run agencies to help particular neighborhoods and underserved populations? Or partner with charitable organizations that are addressing local issues? What if the people who might need your library's help are different from the staff members of the library?

In the last five years, libraries are reaching out to their stakeholders beyond books and traditional programming in record numbers. They are partnering with other helping organizations, inviting nurses and social workers to set up shop, and expanding the materials they circulate to include everything from computers to construction tools to home health care equipment. Libraries have built and maintained print shops, test kitchens, and recording studios on their premises. And, dealing with the impact of the pandemic, they are distributing food and holding free live and recorded online classes and programming.

" Introduction to Marketing: It's More than Emails, Newsletters, and Social Media".  
(Tuesday, October 6 )

What are the basic principles of library marketing and how they can help you refine and promote your library's contributions to your community?

The word "marketing" refers to a three-step process: listening, responding, and communicating. It starts with listening: the ongoing conversations you have with your library's customers and stakeholders, from chats at the circulation desk to community-wide surveys, from focus groups to analyzing usage figures. Then, it's about the changes the library makes in response to feedback and new information, impacting decisions about staffing, collections, services, and programming. Finally, it's communicating the benefits of the library to current, former, and future customers, as well as decision-makers and supporters.

Minutes of Butler Public Library Board Meeting  
September 8th , 2020

Minutes not formally approved until next Library Board meeting

Meeting was called to order by President C. Benjamin– 6pm

**1. Members present:**

Jodi Kessel Szpiszar (Director), Charlene Benjamin (President),  
Michael Bates, Roger Benjamin, Mary Jablonski, Tom Sardina, Teri Stegemeyer,  
Georgeane Szczygielski,

**2. Persons desiring to be heard:**

None, but several visitors present.

**3. Communications:**

- 3.2 Introduction to Rosalind Ackeret, Library Assistant. Several duties including New Book display, magazines, new library cards, Thursday morning circulation meeting
- 3.3 External communications—speak in a unified voice
- 3.5 Village budget review Oct.20 & 27
- 3.7 Beanstack—Melissa concentrating on graphic novels
- 3.8 Pumpkin decorating contest, Melissa in charge

**4. Consent Agenda:**

- a. Motion to accept Consent Agenda by Sardina, second by Bates , motion carried unanimously.

**5. Old Business:**

- 5.1 Discussed RFID tags, motion to defer by Sardina, second by Szczygielski, motion carried unanimously
- 5.2 Discussed Hours of Operation, motion to accept suggested hours , Jodi will decide when to implement them, by Sardina, second by Szczygielski , motion carried unanimously.

**6. New Business :**

- 6.1 Motion to accept Director's Goals by Jablonski, second by R.Benjamin, motion carried unanimously
- 6.2 Motion to Launch Goal 5 (school collaboration) by Bates, second by Sardina, motion carried unanimously

**7. Schedule next meeting:** October 13th, 2020 6pm

**8.Adjournment:** 7:30 pm, Motion by R.Benjamin, second by Sardina motion carried unanimously.

Submitted by: Teri Stegemeyer

# Butler Public Library Strategic Plan 2020-2021

Update: October 2020



**Goal #1: We will create a higher profile of our contribution to the quality of life in the Village of Butler and surrounding communities.**

Actions:

- (1) Pumpkin Contest. An activity taking place outside the library, and still bringing patrons into the library and interacting with the staff.
- (2) In collaboration with 10 other Bridges libraries, creating one StoryWalk® set to use at the Clarke House. (Three sets planned for 2020-2021.)
- (3) 2021 Budget Clarification and Review

**Goal #2: We will dedicate time and resources to maintain the professional skills of our staff and to retain our staff.**

Actions:

- (1) Introduction to Library Assistant's Role by Roz Ackeret
- (2) Planning for 2020 Appreciation
- (3) Accepting Director's 2020-2021 Goals
- (4) 2021 Budget Clarification and Review

**Goal #3: We will ensure the Library and its offerings are as up-to-date as possible in terms of services, technologies and outreach.**

Actions:

- (1) Calculating updated Hours of Operation options
- (2) Launching additional Beanstack applications.

**Goal #4: We will plan for ever increasing use and availability of library technology.**

Actions:

- (1) Consideration of RFID Tags program (Bridges)
- (2) Communicating PC Life Log (Maintenance and replacement planning document)

**Goal #5: We will expand our collaboration with groups outside the Library.**

Projects:

- (1) School Collaboration (developing more communications channels) project: sub-committee led by Georgeane Sczcygielski. See School Communications Outreach Project Statement.docx on library website under About: Mission & Strategic Plan.

## 2021 Holiday Closings

- Friday, January 1 - New Year's Day
- Saturday, January 2nd , 2021– Day after New Year's
- Saturday, April 3rd – Saturday before Easter
- Saturday, May 29th – Monday, May 31st – Memorial Day Weekend
- Saturday, July 3rd - Independence Day Weekend
- Sunday July 4th - Independence Day
- Monday July 5<sup>th</sup> – Independence Day-Observed
- Saturday, September 4<sup>th</sup> – Monday, September 6<sup>th</sup> – Labor Day Weekend
- Thursday, November 25<sup>th</sup> – Thanksgiving
- Friday, November 26<sup>th</sup> – Day after Thanksgiving
- Friday, December 24<sup>th</sup> – Christmas (Eve) Day - Observed
- Saturday, December 25<sup>th</sup> – Christmas Day
- Friday, December 31<sup>st</sup> – Close at 4:00PM
- Saturday, January 1<sup>st</sup> 2022 – New Year's Day



# Live Online Tutoring

and so much more!



## On-Demand One-to-One Online Homework Help

Students draw or type their question in our online classroom and receive live homework assistance from a Brainfuse tutor. Our tutors don't simply give answers but help students master underlying academic concepts.



**MATH:** Algebra I, Algebra II, Geometry, Trigonometry, Pre-calculus, Calculus, and Statistics (including AP Levels)



**SCIENCE:** General Science, Biology, Chemistry, Physics, and Earth Science (including AP Levels)



**ENGLISH/LANGUAGE ARTS**



**SOCIAL STUDIES:** Political Science, World History, U.S. History, State History, and Geography (Including AP Levels)



**TEST PREPARATION:** SAT, ACT, GED, ASVAB, USCIS, HiSet, TASC, GRE, TOEFL, college placement tests, and more



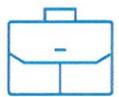
**ENGLISH AS A SECOND LANGUAGE**



**DIGITAL LITERACY:** Microsoft Office (Word, PowerPoint, and Excel) and other productivity suites



**FOREIGN LANGUAGE ASSISTANCE**  
(live help currently offered for Spanish)



**CAREER SERVICES:** Cover Letters, Resumes, and Business Writing



**SKILLS REVIEW** through our Skills Building service

*Additional subjects are available upon request*

## Comprehensive Writing Assistance

Drawing from our experienced staff and research-based methodologies, we offer a robust writing lab that helps users become better writers:

- **Real-Time Writing Assistance:** Patrons receive writing assistance from Brainfuse tutors via our online classroom that features intuitive copy/paste functions, secure file sharing, and real-time document sharing (including Word, PowerPoint, and Excel).
- **Intensive Writing Analysis:** We offer users an intensive analysis option in which users submit papers via our secure file-sharing feature (no email address required). Our writing experts carefully analyze each paper with respect to voice, word choice, content, sentence fluency, and organization. Papers (complete with constructive comments) are returned to users within 24 hours. In addition to comments, users receive an analytical rubric with specific suggestions for follow-up skills building tutoring sessions.



## Homework Tools

Brainfuse offers several homework tools to facilitate self-guided learning:



**SkillsSurfer:** SkillsSurfer is an extensive library of Brainfuse-created lessons, video tutorials, and practice tests in a wide range of academic subjects. SkillsSurfer's current offerings include state-aligned/common core skills building, practice tests (ACT, SAT, GED, ASVAB, TEAS, USCIS, etc.), college application assistance, ESL services, a parent corner, and more.



**Flashbulb™:** Patrons enjoy 24/7 access to an extensive library of online flashcard sets in virtually every subject.



**Send Question Center:** The Send Question Center is an asynchronous service for users who require a detailed, extended explanation of a difficult concept but are not inclined to meet with a tutor in real time.



**Foreign Language Center:** Our foreign language center features on-demand homework help for students who are taking a foreign language class. In addition, a vocabulary builder is included featuring assistance in Spanish, French, Portuguese, German, Swedish, Russian, Italian, Dutch, Norwegian, Catalan, and Danish.



**CloudPack™:** CloudPack helps users better integrate their classroom materials with their tutoring sessions. With CloudPack, users can store documents, class notes, and other materials in their personal "CloudPack" and share these items with tutors during a live session.



**Digital Literacy Assistance:** Brainfuse tutors provide live digital literacy support to users who need assistance using their computer to complete a personal project or academic assignment (such as inserting footnotes in a term paper or creating a PowerPoint for a class presentation).



**Coming Soon! Expanded Support for Immigrants, Refugees, and Asylum Seekers:** Many United States newcomers use HelpNow to improve their writing skills, prepare for the U.S. Citizenship test and improve their career prospects with resume and job interview assistance. Brainfuse will greatly expand our offerings with additional resources, tools, and a dedicated section.

## LEAP Learning Platform

LEAP helps patrons build academic skills through targeted lessons, quizzes, and live, online tutoring. After finishing a diagnostic test, LEAP prepares a customized learning plan, broken down by skill areas, for patrons to complete at their own pace. The learning plan contains lessons, videos, and quizzes to assist patrons with specific concepts and offers patrons easy, one-click access to a live tutor at any point for extra help.

 <p><b>DIAGNOSTIC TEST</b></p> <p>Patrons take a diagnostic test to determine areas requiring extra attention.</p>	 <p><b>LEARNING PLAN</b></p> <p>Following the diagnostic test, LEAP prepares a customized learning plan that contains lessons, videos, and quizzes.</p>	 <p><b>LIVE TUTORING</b></p> <p>Live tutoring is always one click away as patrons work through LEAP's learning plan.</p>	 <p><b>ACHIEVE MASTERY</b></p> <p>LEAP makes it easy for patrons to track their progress until they have achieved mastery.</p>
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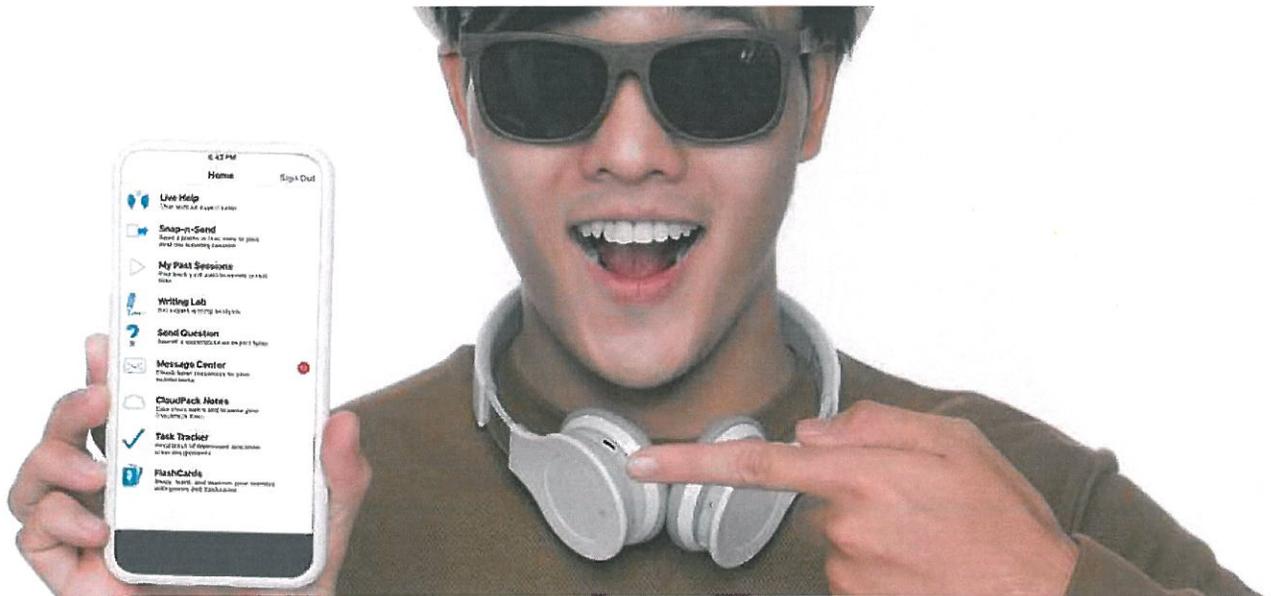
*“Every time, I use Brainfuse I get to learn from the best! Thanks for all your help!”*

## The Adult Learning Center

We built the Adult Learning Center to meet the unique needs of the adult population. The Adult Learning Center offers skills building, test preparation, and a unique academic skills center featuring live, online tutors.

- **Live Skills Tutoring:** Adult learners who need help with a class assignment, or need academic support for any other reason, can connect with a live tutor to master academic concepts and build career-enhancing skills.
- **Writing Assistance:** The Adult Learning Center offers both live writing assistance and an intensive writing lab to help users produce business letters, term papers, job resumes, or any other piece of writing.
- **Test Center:** Our Adult Test Center helps adult learners prepare for tests and master academic skills.





## Our Mobile App

We designed our Mobile App to offer to enhance HelpNow by providing anywhere access to our live help, learning materials, and study tools. Our mobile app is free and is available in both the Apple App (iOS) and Google Play (Android) stores. It is designed to work on both smartphones and tablets. Features include:

- Live Tutoring Help
- Snap-n-Send: Scan any document and send it to the online classroom
- Note Taking and Document Sharing
- Study Alert Settings
- Homework Tracker
- On-the-Go Question Center
- Mobile Flashcards

## Our Online Classroom

Field-tested and refined for two decades, the Brainfuse Online Classroom epitomizes ease-of-use and accessibility. Our classroom allows for instant, robust online communication between tutors and students. Features include:

- freehand drawing
- two-way audio
- equation editor
- web-content sharing
- text editing
- screen-printing
- emoticons
- advanced math/science symbols
- instant messaging
- real-time file sharing
- copy/paste

The screenshot displays the Brainfuse Online Classroom interface. On the left, a graphing tool is active, showing a coordinate plane with a grid. The x-axis and y-axis both range from -10 to 10, with major grid lines every 2 units and minor grid lines every 1 unit. The equation  $y = \frac{4}{3}x - 2$  is displayed in the top left corner of the graph area. A blue dot is plotted at the point (3, 2). Below the graph is a toolbar with various icons for drawing, text editing, and other functions.

On the right, a chat window is open, titled "ChristineDsp". The chat history shows a welcome message: "Welcome to Brainfuse. A Tutor will be right with you." followed by a student message: "Hello! :D How may I help you?". A tutor response is visible in a blue bubble: "Hi, I have math homework. I need to graph this equation:  $4x - 3y = 6$ ". The chat window includes a "Send" button at the bottom right.



### Alignment to Common Core & Other State Standards

Our tutoring services, skills building lessons, and practice tests are aligned to state-specific curriculum and Common Core Standards.



### Spanish Language Support

Brainfuse currently offers tutoring services in Spanish for all subjects offered in English. Our Spanish-speaking tutors are all US-based.

ES

## Our Tutors

We staff thousands of high-caliber tutors in virtually every academic subject. All of our tutors undergo a multi-step evaluation and training process, which includes:

- Resume Review
- Online Proficiency Test
- Comprehensive Background Check
- Quality Assurance Procedures
- Interview
- Simulated Tutoring Session Evaluations
- Training

## About Us

Brainfuse HelpNow is a unique tutoring and study suite designed for patrons of all ages. We serve hundreds of library systems throughout the country, including Los Angeles County Public Library, the Suffolk Cooperative Library System, the San Francisco Public Library, the Sacramento Public Library, The Free Library of Philadelphia, and North America's largest online homework help program through the Chicago Public Library.

After more than a decade, and millions of tutoring sessions, Brainfuse is one of the most experienced tutoring companies in the nation. We remain committed to providing high quality academic support and continually strive to meet student needs through innovative features and services.



*"My tutor was great. I understand how to do the math in school now. This a great program!"*

*"My tutor was AWESOME! I will be recommending this service to all of my friends ."*



## SCHEDULE A PERSONALIZED WEBINAR

Find out more about the Brainfuse HelpNow Learning Suite and how it can benefit your community. If you are interested in scheduling a product demonstration or have any questions about the services we offer, please reach out to us!

We would love to talk to you about our products and how the services we provide can transform your library through increased value in your community.

To learn more about us and our services, visit us at [www.brainfuse.com](http://www.brainfuse.com) or email us with inquiries at [info@brainfuse.com](mailto:info@brainfuse.com).

866-272-4638

[info@brainfuse.com](mailto:info@brainfuse.com)

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 [instagram.com/brainfuse](https://www.instagram.com/brainfuse)

 [facebook.com/brainfuselearning](https://www.facebook.com/brainfuselearning)

# What is BadgerLink?

BadgerLink is Wisconsin's Online Library which provides information to Wisconsin residents that isn't available through regular search engines. Start your search at [BadgerLink.dpi.wi.gov](http://BadgerLink.dpi.wi.gov)!

## You can ...

### Learn something new



Tutorials & test prep  
Magazine articles

### Find your next read



Recommendations  
Reading lists

### Explore your roots



Historic newspapers  
Census records

### Be informed



Newspapers & Magazines  
Product reviews

### Live a healthier life



Health information  
Medication guides

### Fix it yourself



Auto repair manuals  
Maintenance intervals

## Reliable information without subscription fees!

We work with reputable content providers to give you access to powerful online resources.



HeritageQuest



EBSCOhost



WNA

LearningExpress LIBRARY™

ProQuest



Wisconsin's Online Library provides Wisconsin residents with access to online information at [BadgerLink.dpi.wi.gov](http://BadgerLink.dpi.wi.gov)

BadgerLink is a project of the Wisconsin Department of Public Instruction, Division for Libraries and Technology  
Funding is provided through the Universal Service Fund and the Institute of Museum and Library Services

October 13, 2020

## Director's Report

Staff – Sarah Cason has been hired as a Library Assistant. Her first day was October 6, 2020. Please stop by to welcome her.

Clarke House – Saturday October 10<sup>th</sup>, four staff members will get a tour of the Clarke House from Marilyn Schultz. The other two are scheduling another date. It's important for all of us to know the history of Butler, and more about the museum we look at every day.

East Asia in Wisconsin Grant - Grants of up to \$1,000 are available to public libraries in Wisconsin for:

- the purchase of East Asia-related materials to augment library collections
- East Asian programming including, but not limited to: book club materials and programming, and hosting virtual programs related to East Asia

Summary of Grant - Since the onset of the COVID-19 pandemic, an increase in incidents of harassment and assault against Asian Americans, international students, and visitors from Asia has been reported by the Anti-Defamation League and other organizations. While the motivations behind these incidents are complex, a shortage of empathy and understanding is surely a factor.

Fostering a better understanding of East Asia and its peoples is part of the core mission of the Center for East Asian Studies (CEAS) at the University of Wisconsin–Madison. To further this mission, CEAS is working with the Wisconsin Library Association (WLA), the Cooperative Children's Book Center (CCBC), and the Wisconsin Department of Public Instruction's Library Team (DPI) to pilot a new initiative: East Asia in Wisconsin Program. The initiative supports collection development and programming at public libraries that will enrich understanding of East Asia in local communities.

We applied for a number of books and for a StoryWalk featuring a book on East Asia. Melissa was instrumental in sourcing items for us to purchase. She began a paragraph for the grant, I added to it and Andy finished it for us. Teamwork at its best! We have been notified it was received on time and in good order. We should have a decision by the end of October. As far as grants go, it was very easy to complete.

Bridges/Alliance of Public Librarians (APL) – Business items from Friday, September 11, 2020 meeting

Bridges 2021 Proposed Budget – APL endorsed the budget to be sent to Bridges Board of Directors on September 16, 2020

Summer Reading Performers 2021 – discussed how performers programs might look in 2021

HelpNow – Bridges could contract from October 1, 2020 through December 2021. No immediate financial impact on Libraries. APL endorsed to proceed to Bridges Board for approval.

Library's Staff Directory – updating password protected list on Bridges website.

Quarantining of Items – DPI is currently not looking to change the 4-day quarantine recommendation. Will look at again in October before making any different recommendations.

Briefing on Bridges Libraries – COVID numbers have drastically increased in Jefferson County and at least 3 of the Jefferson County libraries have scaled back to curbside only in the past month. All other Libraries, except one or two are still on shortened hours. All Libraries are still only offering limited services. No one has a set date to expand to full services and hours, general consensus is not until at least 2021.

Technology Update – status quo

**Building** – status quo

**Friends** – Friends approved the purchase of 3 STEAM Kits for check out. We will purchase through Penworthy, a Milwaukee based company, for a total of \$253.97.

**Programming** – no in person programs in the Library until further notice

- **The Great Pumpkin Decorating Contest** – drop off is October 5<sup>th</sup> – 12<sup>th</sup>, with the BPL judging on October 13<sup>th</sup>. Open to Families, Youth and Teens. Prizes for **Best Character/Book Concept per age group**. And three overall entries prizes for **Funniest, Scariest, and Most Creative**. *Prizes are donated by the Friends of Butler Library Group.*
- **StoryWalk®** - supplies have been ordered and Melissa is working on putting the boards together. We have a volunteer that is helping.
- **Red Cross Blood Drive** – we will be hosting another Blood Drive for the Red Cross on Monday November 9 from 1-6pm. This one will also be held at the Community Building. I am asking for help at 6:30 to help clean up the building. Since we are the ones hosting we are responsible for it.
- **Beanstack Graphic Novel Challenge**- Melissa is working on
- **Beanstack 1,000 Books Before Kindergarten** – Bridges is working on this project. Melissa is following up.
- **Christmas Craft for Adults and Teens** – Melissa is working on a Christmas Craft for Adult and Teens that will be done virtually through zoom. We will have a limited number of kits containing everything needed to make the craft, and registration will be required. Melissa will then lead the group through zoom, and make the craft together. Will be on a date in December.

**PASSIVE Programming** – Passive Programming allows patrons to connect with the Library with little to no staff direction (or interaction). We will be working on these types of activities for our patrons as well as virtual programming.

**Active Library Cards** Accounts expired for 3 years, and not owing any money for replacement costs of items, get deleted from the system. Any expired card that owes less than \$100 in fines (not replacement costs) to any library can be deleted by the registered library (Butler). This is system wide. **NOTE: Expiration dates during COVID-19 were extended to the end of December. We won't be looking at deleting any expired cards until at least January.**

	2017	2018	2/4/2020	3/7/2020	7/9/2020	9/1/2020
Adult			716	722	730	732
Business			2	3	4	4
Child			198	199	201	201
ILL			102	103	106	107
Internet Only			0	0	15	28
Milwaukee County			43	44	43	43
Staff			5	5	5	5
Student			24	24	24	24
Teacher			7	7	7	7
	1677	1365	1097	1107	1135	1151

	2020	Jan	Feb	March COVID-19	April COVID-19 Curbside	May COVID-19 Curbside	June Expanded Services	July Expanded Services	Aug Expanded Services	Sept Expanded Services	Oct	Nov	Dec	TOTALS
Patron/Visitors	2020	1850	1886	2162	2229	2222	1914	1923	1778	2204	2345	1846	1920	24,279
		2092	1960	1084	41	225	871	957	1016	1031				9,277
Circulation														
Adults	2020	1688	1612	1623	1774	1668	1829	2146	1905	1772	1829	1660	1642	21,148
		1740	1607	1113	114	698	1402	1584	1529	1351				11,138
Childrens	2020	838	959	1081	1018	1136	1339	1283	978	1251	1312	1095	1180	13,470
		1004	1424	866	107	269	1106	1059	1123	1265				8,223
Total Circulation	2020	2526	2571	2704	2792	2804	3168	3429	2883	3023	3141	2755	2822	34,618
		2744	3031	1979	221	967	2508	2643	2652	2616				19,361
E-Books	2020	82	47	97	77	68	73	79	77	74	82	50	87	893
		110	94	116	117	105	112	121	119	107				1,001
Total Circ with E-books	2020	2608	2618	2801	2869	2872	3241	3508	2960	3097	3223	2805	2909	35,511
		2854	3125	2095	338	1072	2620	2764	2771	2723				20,362
New Library Cards	2020	8	18	23	14	16	38	24	18	18	24	10	8	219
		10	13	9	0	0	22	16	15	31				116
Computer Use	2020	245	337	285	357	324	323	421	434	355	370	331	282	4,064
		313	278	144	0	0	173	155	183	199				1,445
Conference Room														
Scheduled/Occupied	2020	14	9	13	13	10	12	16	14	14	23	12	18	168
		18	14	9	8	0	0	4	4	4				61
Patrons	2020	89	48	41	68	53	64	76	37	26	65	55	41	663
		71	66	29	0	0	0	12	16	17				211

2020	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
<b>Children's (0-11) (all attendees)</b>													
Storytime (Wed)	36	54	19	0	0	0	32	21	8				170
Virtual Storytimes # of views			48	67	31	21	0	0	0				167
Lego Club (last Thurs)	6	5	0	0	0	0	0	0	0				11
SRP - Kidsplay (7-17)							35						35
SRP - Steve Girman- Virtual (7-31)							128						128
SRP-Wendy and DB-Virtual (8-7)								56					56
<b>Children's Totals</b>	<b>42</b>	<b>59</b>	<b>67</b>	<b>67</b>	<b>31</b>	<b>21</b>	<b>195</b>	<b>77</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>567</b>
<b>Young Adult (12-18)</b>													
	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Young Adult Totals</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Adult (All Ages)</b>													
Lionel RR Club Display(1-12)	11												11
Sustainable Living (1-9&1-30) (2-13)	34	11											45
Blood Drive(1-13)(5-11)(8-10)(11-2)	37							37					74
Hospice Care-Luther Manor (2-5)		5											5
Valentine Card Making(2-6)		11											11
Welcome to Medicare (2-24)(6-1)(10-5)		4											4
Back to Nature:Outdoor Play(3-5)			8										8
Santa & Mrs. Claus													
<b>Adult (all ages) Totals</b>	<b>82</b>	<b>31</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>37</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>158</b>
<b>Monthly Programming Totals</b>	<b>124</b>	<b>90</b>	<b>75</b>	<b>67</b>	<b>31</b>	<b>21</b>	<b>195</b>	<b>114</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>725</b>

2019 840

2019 568

2019 1408

<b>YTD September 2018-2019</b>				<b>YTD September 2019-2020</b>	
Jan-Sept. 2018 Grand Total w/o inhouse & ILL	20,794		Jan-Sept. 2019 Grand Total w/o inhouse & ILL	25,703	
Jan-Sept. 2019 Grand Total w/o inhouse & ILL	25,703		Jan-Sept. 2020 Grand Total w/o inhouse & ILL	19,293	
difference	4,909		difference	-6,410	
% difference	23.61%		% difference	-24.94%	
2018 Grand Total w/o inhouse & ILL	28,503		2020	19,293	
2019 Grand total w/o ILL & inhouse	34,314		2019	34,314	
difference	5,811		2018	28,503	
% difference	20.39%		2017	29,160	
			2016	32,158	
			2015	30,195	
			2014	32,373	
			2013	32,531	
			2012	32,310	
			2011	31,280	
			2010	28,563	
			2009	25,595	
			2008	13,158	