

# BadgerLink Advisory Group - April 2020

## Meeting Summary

### **BadgerLink Advisory Group Members Present:**

Duong Duong, Hmong American Peace Academy  
Shahara Falk-LeFay, Marathon County Public Library, Athens Branch  
Karen L Howell, School District of Shell Lake  
Kay Koepsel-Benning, Elmbrook Schools  
Renee Laird-Adelon, Milwaukee Public Schools  
Zander Miller, Kenosha Public Library  
Julie Pohlman, University of Wisconsin System Administration  
Katie Roberts, Wisconsin Technical College System  
Julia Waggoner, Northland College

### **Not Present:**

Julie Schultz, Menominee Indian Tribe of Wisconsin

### **DPI Staff Present:**

Martha Berninger  
Jen Champoux  
Ben Miller  
Elizabeth Neuman

Due to the COVID-19 pandemic, the April 2020 BadgerLink Advisory Group meeting was held virtually and shortened to a two hour session with a limited focus. Members shared how COVID-19 has intersected with their use and support of electronic resources, including BadgerLink, and highlights of professional development offerings during this time. They were also asked to consider if the *BadgerLink Year in Review* was a suitable report for sharing publicly.

## Group Check-in

Members shared stories of their transition to working from home while supporting the needs of their users. Resources and capacity varied amongst the group, with many experiencing a heightened awareness of the digital divide and concerns with privacy and security implications when using various digital tools outside the typical school setting. There was general consensus to the importance of providing eResources, including BadgerLink, during this time, however many members were struggling with how to support and market the overwhelming number of temporary vendor offers. Some members have seen an increase in use on certain platforms,

notably OverDrive in the public libraries. Participation in professional development varied amongst the members, and those who had been able to, found it valuable.

## BadgerLink and DPI Updates

DPI staff presented updates on a new remote access option for Wisconsin residents and collaboration efforts with school library staff to increase K12 access to BadgerLink at home, as well as a 2019/2020 first quarter usage comparison. The group discussed likely reasons why usage dropped in March 2020. Staff also shared information about changes to BadgerLink social media and a move to better coordinate communications at the agency-level, including drafting an updated *BadgerLink Communications Plan*. Reminders about targeted messaging and feedback from recent training sessions with group members was also shared. DPI staff provided updates on the Public Library System Redesign, Library Team staffing changes, as well as ways the agency is working collaboratively with public and school libraries during this unprecedented time.

## Year in Review Discussion

Advisory Group members were asked if the *BadgerLink Year in Review* was an effective way of sharing a snapshot of BadgerLink to the public, and if the document could help support them in their own work. Overall, the group found the current version to be an effective way to share BadgerLink's mission. In particular the resource usage statistics and program activities were seen as helpful for informational purposes.

Members also discussed the Statistics and Outreach & Training sections of the report in greater detail. Most were interested in having multiple views of data available in the report, and those in K12 agreed professional learning around statistics and analyzing usage would be helpful. Advisory group members recommended adding additional details to the Outreach & Training section as well, including data about conference booth interactions, types and content of personalized training sessions, and links to presentation slides for easy reference.

Lastly, members were asked if there were any data points or elements of service missing in the report that would help readers understand the value of BadgerLink. Suggestions included:

- Including names and contact information of the BadgerLink Team.
- Additional general information on BadgerLink, such as the individual resource URLs.
- Adding academic groups to types of libraries and institutions served.
- Reminder to always be mindful to whom the document is written and consider how this document can be useful to them.

## Next Steps

Using the continuous improvement process (plan-do-check-act) as the framework for the BadgerLink Advisory Group, DPI staff intend to take all recommendations presented during the meeting to improve services offered, specifically publication of a new *BadgerLink Year in Review*.