



# City of Appleton

225 N. Oneida Street  
Appleton WI, 54911

## Meeting Agenda - Final Library Board

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Tuesday, February 16, 2016

4:30 PM

225 N. Oneida Street

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1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[16-222](#) Library Board Meeting Minutes 1-19-2016

**Attachments:** [January 19 2016 Meeting Minutes.pdf](#)

4. **Public Participation and Communications**

[16-221](#) Fox Cities Future 15 winner Yee Lee Vue

5. **Establish Order of the Day**

6. **Action Items**

A. [16-223](#) January 2016 Bill Register

**Attachments:** [2016 JAN bill register.pdf](#)  
[2016 JAN revenue and expense.pdf](#)

B. [16-224](#) Budget Adjustment

**Attachments:** [2016 FEB budget amendment.pdf](#)

C. [16-225](#) Report of the Personnel and Policy Committee

**Attachments:** [Attendance Policy strike and bold 2015.pdf](#)  
[Electronic Communication Policy \(3\) 2015.pdf](#)  
[Social Media Policy 11 2015.pdf](#)  
[Displays Policy 2016 Draft redline.pdf](#)  
[Displays Policy 2016 Draft.pdf](#)  
[Financial Policy 2016 draft redline.pdf](#)  
[Financial Policy 2016 draft.pdf](#)

i. [16-226](#) Library Director's 2016 Goals

7. **Information Items**

A. **Director's Report**

i. [16-228](#) WLA Legislative Agenda

**Attachments:** [2016 Wisconsin Library Association Legislative Agenda.pdf](#)

ii. [16-230](#) Downtown Mobility Study

iii. [16-235](#) Return of Library Materials SB466 / AB609

**Attachments:** [2016 Return of Library Materials.pdf](#)

iv. [16-229](#) Staff Recognition - Golden Gabby's - Friday, March 18, 2016 - 8 a.m.

B. **Assistant Director's Report**

i. [16-231](#) APL staffing changes

ii. [16-232](#) OWLS Fees Taskforce

iii. [16-236](#) 2016 Appleton Public Library Objectives

**Attachments:** [2016 Appleton Public Library Objectives.pdf](#)

C. **Friends Report**

i. [16-233](#) I Love My Library Dinner Report

**8. Recent and Upcoming Programs**[16-234](#)

- A. Fox Cities Reads
- B. READsquared

**Closed Session**

*The Board may meet in Closed Session pursuant to WI statute 19.85(f)(c) to discuss personnel matters and then resume meeting in Open Session.*

**9. Adjournment**

*Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.*

*Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.*



# City of Appleton

225 N. Oneida Street  
Appleton WI, 54911

## Meeting Minutes Library Board

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Tuesday, January 19, 2016

4:30 PM

225 N. Oneida Street

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1. Call meeting to order

President Nancy Scheuerman called the meeting to order at 4:30 p.m.

2. Roll call of membership

**Others Present:** Tina Babler, Travis Bartels, Luke Diedrich, Adriana McCleer, Tanya Misselt, Michael Nitz, Colleen Rortvedt, Tasha Saecker, Emily Truman, Maureen Ward, Paula Wright

**Present:** 9 - Bergman, Peterson, Hietpas, Schneider, Looker, Scheuerman, Bloedow, Siebers and Brault Pagel

### Establish Order of the Day

3. Approval of minutes from previous meeting

[16-056](#) December 15, 2015 Meeting Minutes

**Attachments:** [December 15 2015 Meeting Minutes.pdf](#)

Siebers moved, seconded by Bloedow, that the December 15, 2015 Meeting Minutes be approved. Voice Vote. Motion Carried. (8-0)

4. Public Participation & Communications

5. Action Items

A. [16-057](#) Bill Register - December 2015

**Attachments:** [2015 DEC \(partial\) bill register.pdf](#)  
[2015 DEC \(partial\) revenue and expense.pdf](#)  
[2015 DEC \(partial\) section totals.pdf](#)

Siebers moved, seconded by Peterson, that the December 2015 (partial) Bill Register be approved. Voice Vote. Motion Carried. (8-0)

**B. [16-063](#) 2016 Materials Budget**

**Attachments:** [Materials Budget - 2016 Notes\(1\).pdf](#)  
[Materials Budget - 2016 Board View.pdf](#)

Looker moved, seconded by Peterson, that the 2016 Materials Budget in the amount of \$578,185 be approved. Voice Vote. Motion Carried. (8-0)

**C. [16-060](#) Acceptance of United Way Fox Cities Innovative Grant to continue Reach Out and Read Fox Cities Partners**

**Attachments:** [United Way Innovative Grant Letter.pdf](#)

Siebers moved, seconded by Bloedow, that the acceptance of the United Way Fox Cities Innovative Grant funds in the amount of \$77,694 for 2016 for the Reach Out and Read Fox Cities Partners be approved. Voice Vote. Motion Carried. (8-0)

**D. [16-058](#) Report of the Planning Committee**

**Attachments:** [Planning Committee Meeting Minutes 1-8-2016.pdf](#)

Bergman moved, seconded by Hietpas, that the Report of the Planning Committee 1-08-2016 be approved. Voice Vote. Motion Carried. (8-0)

**E. [16-079](#) Updates to APL150 Summary**

**Attachments:** [FinalPlanOnePage.pdf](#)

Peterson moved, seconded by Looker, that the updates to the APL150 Summary be approved. Voice Vote. Motion Carried. (8-0)

**F. [16-059](#) City Policies - Nursing Mothers Policy, Military Leave Policy, Fair Labor Standards Act, Fringe Benefits Policy**

**Attachments:** [NURSING MOTHERS.pdf](#)  
[Military Leave Policy Strike Bold 2015.pdf](#)  
[FLSA Policystrike bold October 2015 \(2\).pdf](#)  
[Fringe Benefit Policy strike November 2015.pdf](#)

Peterson moved, seconded by Bloedow, that the City Nursing Mothers Policy and Military Policy be approved. Voice Vote. Motion Carried. (8-0)

The City FLSA Policy and Fringe Benefit Policy were previously approved at the December 15, 2015 Library Board Meeting.

**6. Information Items****A. President's Report**

- i. [16-055](#) Recognition of service - Trustee Terry Bergen
- ii. [16-089](#) Appointment of new Personnel and Policy Committee Chairperson
- iii. [16-068](#) Board President's Article
- iv. [16-074](#) March 15, 2016 Board Meeting

**B. Director's Report**

- i. [16-090](#) Recommendations to investigate changes to the Friends grants process in February
- ii. [16-069](#) POINT - Poverty Outcomes and Improvement Network Team
- iii. [16-070](#) WLA Library Legislative Day - Tuesday, February 9, 2016

Attachments: [2016 LLD Registration Form.pdf](#)

**C. Assistant Director's Report**

- i. [16-071](#) APL hiring processes updates

**D. Friends Report**

- i. [16-072](#) I Love My Library Dinner - Saturday, February 6, 2016
- ii. [16-073](#) Friends Planning and Communications

**7. Other Business**

- A. [16-062](#) Recent and upcoming programs
  - i. Memory Cafe
  - ii. Genealogy Programs
  - iii. ELL Monday Nights
  - iv. Books Build Community
- B. [16-075](#) Children's Services wall mural
- C. [16-076](#) Upcoming Board Committee meetings

8. Adjournment

Looker moved, seconded by Bloedow, that the meeting be adjourned. Voice  
Vote. Motion Carried. (8-0)  
The Meeting was adjourned at 5:37 p.m.

DocDocument		G/L		Explanation		Amount	Account
Ty	Number	Date	Alpha Name	-Remark-			
JE	121278	01/27/16	LIBRARY/2016 PARKING PERMITS			2,148.00	16010 6206
PV	362443	01/15/16	VOLUNTEER ACTION COUNCIL	2016		20.00	16010 6303
PV	362730	01/26/16	MANDERFIELD'S BAKERY	bakery		49.00	16010 6307
JE	121288	01/27/16	1/16 AT&T BILL			213.81	16010 6413 7
PV	362638	01/22/16	APPLETON DOWNTOWN, INC.	washington square se		2,700.00	16010 6599
16010						5,130.81	
JE	121324	01/29/16	1/28 PR TRAVEL REIMBURSEMENTS	UNRUH		10.35	16021 6201
JE	121278	01/27/16	LIBRARY/2016 PARKING PERMITS			2,772.00	16021 6206
16021						2,782.35	
JE	121277	01/27/16	LIBRARY/2016 PARKING PERMITS			324.00	16023 6206
JE	121278	01/27/16	LIBRARY/2016 PARKING PERMITS			3,888.00	16023 6206
PV	362727	01/26/16	FOX STAMP, SIGN & SPECIALITY	stamp		29.39	16023 6301
PV	361854	01/04/16	NAVIANT, INC.	2016 service contrac		1,500.00	16023 6418
PV	362734	01/26/16	RMC IMAGING, INC.	software support		1,670.00	16023 6418
16023						7,411.39	
JE	121278	01/27/16	LIBRARY/2016 PARKING PERMITS			2,016.00	16024 6206
16024						2,016.00	
JE	121278	01/27/16	LIBRARY/2016 PARKING PERMITS			972.00	16031 6206
PV	362739	01/26/16	WE ENERGIES	4835-258-176		7,606.72	16031 6413 1
PV	362739	01/26/16	WE ENERGIES	5229-670-389		3,905.23	16031 6413 2
PV	362429	01/15/16	UNIFIRST CORPORATION	supplies		57.20	16031 6416
PV	362642	01/22/16	GOOD HOUSEKEEPING SHOP, INC.	repairs		114.00	16031 6418
16031						12,655.15	
JE	121278	01/27/16	LIBRARY/2016 PARKING PERMITS			5,184.00	16032 6206
PV	362794	01/27/16	AZURADISC, INC.	disc repair machine		2,910.15	16032 6301
PV	362092	01/07/16	KAUKAUNA PUBLIC LIBRARY	lost & paid		10.00	16032 6315
PV	362247	01/12/16	APPLETON NORTH HIGH SCHOOL	media		47.00	16032 6315
PV	362420	01/15/16	EBSCO INFORMATION SERVICES	media		348.45	16032 6315
PV	362421	01/15/16	EBSCO INFORMATION SERVICES	media		18,910.02	16032 6315
PV	362425	01/15/16	NEW LONDON PUBLIC LIBRARY	lost & paid		25.99	16032 6315
PV	362512	01/18/16	WISCONSIN COUNTIES ASSOCIATION	media		20.00	16032 6315
PV	362610	01/20/16	ARAVA, SHASHANK	lost & paid		11.00	16032 6315



Doc	Document	G/L	Explanation		Amount	Account
Ty	Number	Date	Alpha Name	-Remark-		
PV	362646	01/22/16	JOZWIAK, SARA	lost & paid	11.00	16032 6315
PV	362726	01/26/16	BLACK CREEK VILLAGE LIBRARY	lost & paid	9.95	16032 6315
PV	362740	01/26/16	DOBBINS, MARY ELLEN	lost & paid	20.00	16032 6315
PV	362866	01/28/16	BLACK CREEK VILLAGE LIBRARY	lost & paid	25.00	16032 6315
					-----	
16032					27,532.56	
					=====	
JE	121278	01/27/16	LIBRARY/2016 PARKING PERMITS		648.00	16033 6206
PV	362233	01/12/16	RFID LIBRARY SOLUTIONS, INC.	amh service contract	20,000.00	16033 6418
PV	362244	01/12/16	3M COMPANY	service contracts	4,546.00	16033 6418
PV	362245	01/12/16	3M COMPANY	service contracts	12,005.00	16033 6418
PV	362411	01/15/16	ANODE, INC.	2016 service contrac	1,470.00	16033 6418
PV	361848	01/04/16	ENVISIONWARE, INC.	2016 service contrac	1,422.05	16033 6815
					-----	
16033					40,091.05	
					=====	
					97,619.31	
					=====	

City of Appleton  
Appleton Public Library  
Revenue and Expense Summary  
For the One Month Ending January 31, 20161  
02/05/16  
16:21:11

Description		Prior Year Actual	Current Year Adopted Budget	Current Year Amended Budget	Current Year January Actual	Current YTD Actual	Percent of Budget
EXPENSES BY LINE ITEM							
Benefitted Personnel		2,204,476	2,218,575	2,218,575	136,718	136,718	6.16
Part-Time		242,651	203,991	203,991	16,456	16,456	8.07
Fringes		748,648	799,235	799,235	46,981	46,981	5.88
Salaries & Fringe Benefits		3,195,775	3,221,801	3,221,801	200,155	200,155	6.21
Training & Conferences	6201	13,832	17,780	17,780	10	10	.06
Parking Permits	6206	16,317	16,884	16,884	17,952	17,952	106.33
Memberships & Licenses	6303	3,365	1,995	1,995	20	20	1.00
Awards & Recognition	6305	846	850	850	0	0	.00
Food & Provisions	6307	1,374	1,135	1,135	49	49	4.32
Administrative Expense		35,734	38,644	38,644	18,031	18,031	46.66
Office Supplies	6301	44,379	58,480	58,480	2,940	2,940	5.03
Building Maintenance/Janitor.	6306	7,908	7,344	7,344	0	0	.00
Landscape Supplies	6308	25	50	50	0	0	.00
Shop Supplies & Tools	6309	0	50	50	0	0	.00
Paint & Supplies	6311	67	100	100	0	0	.00
Books & Library Materials	6315	625,865	578,185	578,185	19,438	19,438	3.36
Printing & Reproduction	6320	54	100	100	0	0	.00
Safety Supplies	6323	18	100	100	0	0	.00
Medical & Lab Supplies	6324	114	100	100	0	0	.00
Miscellaneous Equipment	6327	46,952	67,000	67,000	0	0	.00
Supplies & Materials		725,382	711,509	711,509	22,378	22,378	3.15
Collection Services	6407	2,687	2,420	2,420	0	0	.00
Advertising	6412	1,240	1,250	1,250	0	0	.00
Other Contracts/Obligations	6599	66,078	67,397	67,397	2,700	2,700	4.01
Purchased Services		70,005	71,067	71,067	2,700	2,700	3.80
Electric	6413.1	109,161	98,538	98,538	7,607	7,607	7.72
Gas	6413.2	23,169	35,479	35,479	3,905	3,905	11.01
Water	6413.3	4,871	5,154	5,154	0	0	.00
Waste Disposal/Collection	6413.4	2,028	2,155	2,155	0	0	.00
Stormwater	6413.6	2,444	2,643	2,643	0	0	.00
Telephone	6413.7	2,719	2,685	2,685	214	214	7.97
Cellular Telephone	6413.8	944	1,085	1,085	0	0	.00
Utilities		145,336	147,739	147,739	11,726	11,726	7.94
Bldng Repair & Maintenance	6416	1,839	5,000	5,000	57	57	1.14
Equipmt Repair & Maintenance	6418	70,241	64,050	64,050	41,305	41,305	64.49
CBM Charges	6420	158,430	186,199	186,199	0	0	.00
Repair & Maintenance		230,510	255,249	255,249	41,362	41,362	16.20
Software Acquisition	6815	9,027	8,250	8,250	1,422	1,422	17.24
Capital Expenditures		9,027	8,250	8,250	1,422	1,422	17.24
TOTAL EXPENSES		4,411,769	4,454,259	4,454,259	297,774	297,774	6.69
REVENUES							
Library Aids (County)		1,101,454	1,095,759	1,095,759	0	0	.00
Library Fines		63,832	79,000	79,000	4,777	4,777	6.05
Space Rentals		30,000	30,000	30,000	10,000	10,000	33.33
Donations & Memorials		1,297	0	0	0	0	.00
Administration Reimbursements		56,507	0	0	24,500	24,500	.00
Community Reimbursements & Reader/Prntr		341	300	300	19	19	6.33
Commissions (Vending)		1,459	1,500	1,500	106	106	7.07
Lost & Paid Materials		30,859	0	0	1,188	1,188	.00
Network Reimbursements & Public Use Prntr		20,688	17,000	17,000	1,439	1,439	8.46
TOTAL REVENUES		1,306,437	1,223,559	1,223,559	42,029	42,029	3.43

City of Appleton  
Appleton Public Library  
Revenue and Expense Summary  
For the One Month Ending January 31, 2016

Description	Prior Year Actual	Current Year Adopted Budget	Current Year Amended Budget	Current Year January Actual	Current YTD Actual	Percent of Budget
-----	=====	=====	=====	=====	=====	=====

**CITY OF APPLETON  
BUDGET AMENDMENT REQUEST  
BUDGET YEAR: 2016**

<b><u>Budget Description</u></b>	<b><u>Business Unit</u></b>	<b><u>Acct. No.</u></b>	<b><u>Sub Acct No.</u></b>	<b><u>Subledger No.</u></b>	<b><u>Amount</u></b>
Other reimbursements	16010 .	5035 .			\$3,500.00
Admin. training and travel	16010 .	6201 .			\$3,500.00
Other reimbursements	16010 .	5035 .			\$21,000.00
Library materials	16032 .	6315 .			\$21,000.00

For the purpose of:

Transfer of OWLS funds to support Administration training and travel.

Transfer of OWLS funds to support the purchase of library materials.

Requested by:

_____	_____
Department Head	Date

Budget Entry (BE) No. \_\_\_\_\_

Approved by:

_____	_____
Anthony Saucerman, Finance Director	Date

_____	_____
Timothy M. Hanna, Mayor	Date

Reported to Finance Committee:	_____
	Date

Additional comments:

**BUDGET TRANSFER POLICY:**

Transfers of \$15,000 or less between programs within a department and new appropriations of \$15,000 or less funded by grants, user fees, or other non-tax revenues require approval of the Mayor and the Finance Director. The following items also require approval of the Finance Committee and two thirds of the Common

- Any intradepartmental transfers or new appropriations of greater than \$15,000;
- Any interdepartmental transfers or interfund transfers;
- Any new appropriations funded by debt or current year tax levy;
- Any transfers from the reserve for contingencies;
- Use of funds budgeted for a particular capital project for any other purpose.

In no case may funds budgeted for personnel expense be used to supplement supplies and expense budgets

f:\common\123win\budget\budtrsf.xls

TITLE: <b>ATTENDANCE POLICY</b>		<b>CITY OF APPLETON POLICY</b>
ISSUE DATE:	LAST UPDATE: February 18, 2008 May 6, 2008 (Administrative) <b>December 2015</b>	SECTION: Human Resources
POLICY SOURCE: Human Resources Department	POLICY AUDIENCE: All City of Appleton Employees	TOTAL PAGES: 11
Reviewed by <a href="#">Attorney's Office</a> <a href="#">Legal Services</a> Date: January 4, 2008	<a href="#">Finance</a> Committee Approval Date: January 9, 2008 February 27, 2008	Council Approval Date: January 16, 2008 March 5, 2008

**I. PURPOSE**

The purpose of this policy is to: communicate attendance expectations to all employees; provide attendance guidelines and standards for employees to ensure maximum productivity and morale; and establish consistent guidelines and standards for supervisors to follow when managing employees' attendance, with an emphasis on prevention rather than discipline.

**II. POLICY**

It is the policy of the City of Appleton to require regular, reliable and punctual attendance. Attendance is an essential requirement of every job. The City of Appleton operates to provide essential services for residents and visitors to meet its mission of serving community needs and enhancing the quality of life. In order to provide these services, all employees are expected to report to work regularly, on time, and physically and mentally fit to perform their job.

A Collective Bargaining Agreement with more specific language than what is in the policy shall be the language applied.

**III. DISCUSSION**

Employee absenteeism increases the cost of City operations. In addition to the direct costs of paid leave time and replacement workers, there are many indirect costs associated with absenteeism, including decreased customer service levels, reduced efficiency, and negative impacts on fellow employees. This policy balances the needs of employees for time away from their job with the equal needs of the City to have a reliable work force. City departments are expected to use this policy as a minimum standard. Each department director has the authority to set higher expectations than those listed in this policy.

**IV. DEFINITIONS**

- A. Sick leave:** paid time away from work to be used when an absence from work is necessary for the employee, or **domestic partner** or **immediate** family member living in the employee's residence due to illness or injury or to attend doctor appointments or as defined in City policy, collective bargaining agreement, or Family Medical Leave Act (FMLA) guidelines. Employees are encouraged to schedule appointments outside of the workday.
- B. Sick Leave Abuse:** the use of sick leave for purposes other than those outlined in the collective bargaining agreements, City policy or FMLA guidelines (e.g., using sick leave to attend court).

- C. **Call-in procedure:** The process an employee must follow to notify their supervisor they will not be at work.
- D. **Job Abandonment:** An employee will be considered to have abandoned their job if they are a no-call, no-show for more than one working day or as outlined in the employee's collective bargaining agreement. Paid leave, such as vacation, paid time off and sick leave, may not be substituted to excuse an unauthorized absence, unless extenuating circumstances exist (the Human Resources Department Director must give final approval).
- E. **Paid Time Off (PTO):** in this policy, when the term PTO is used, it refers to PTO used as sick leave (e.g., doctor's appointments, sick time away from the office, etc.). Employees should use the code "PS" in their time records to indicate PTO time used for non-FMLA sick leave.
- F. **Unauthorized Absence:** Failure to report for and remain at work as scheduled. This includes late arrival at work, leaving early, or unauthorized time away from work during the employee's scheduled work hours.
- G. **Sick Leave Usage Ratings (includes PTO used for sick leave or sick leave):**
1. **Excellent:** 8 hours or less of non-FMLA sick leave usage during a calendar year.
  2. **Good:** More than 8 hours but not more than 24 total hours of non-FMLA sick leave usage in a calendar year.
  3. **Adequate:** More than 24 but not more than 48 hours of non-FMLA sick leave usage in a calendar year.
  4. **Needs Improvement:** More than 48 but not more than 72 total hours of non-FMLA sick leave usage in a calendar year.
  5. **Poor:** More than 72 total hours of non-FMLA sick leave usage in a calendar year OR a noticeable pattern\* to absences is present.

These usage ratings are based on full-time status. Part-time employees' leave usage ratings will be evaluated on a pro-rated basis (e.g., "Excellent" for a .5 full-time-equivalent position would be 4 hours or less of non-FMLA sick leave usage during a calendar year).

- H. **Sick Leave Usage Ratings for Fire Personnel working a 24-hour shift (includes PTO used for sick leave or sick leave):**
1. **Excellent:** 12 hours or less of non-FMLA sick leave usage during a calendar year.
  2. **Good:** More than 12 hours but not more than 36 total hours of non-FMLA sick leave usage in a calendar year.
  3. **Adequate:** More than 36 but not more than 72 hours of non-FMLA sick leave usage in a calendar year.
  4. **Needs Improvement:** More than 72 but not more than 108 total hours of non-FMLA sick leave usage in a calendar year.
  5. **Poor:** More than 108 total hours of non-FMLA sick leave usage in a calendar year OR a noticeable pattern\* to absences is present.

\*Note: Certain patterns of absenteeism may fall into the Poor category regardless of the total hours of non-FMLA usage in a calendar year. Indicators of a poor rating may include: frequency or length of absences; amount of accrued sick leave in relation to

years of service; annual sick leave usage that consistently is below adequate for multiple years; or poor or decreasing work performance.

**G. Patterns of Use:** Sick leave that is taken on a regular or recurring basis. Examples include: sick leave taken on Fridays or Mondays, before or after holidays, before or after vacation periods or other days off, sick leave taken on days previously denied for other leave, sick leave taken to avoid undesirable job tasks, or sick leave usage that creates a pattern (e.g., taking multiple Tuesday afternoons off).

## V. RESPONSIBILITIES

### A. Department Director Responsibilities

Department Directors are responsible for:

1. Analyzing attendance records and addressing those employees who have Needs Improvement or Poor sick leave usage ratings, suspicious usage patterns or sick leave abuse.
2. Including “Managing ~~sick leave usage~~ attendance” in each supervisor’s goals and holding each supervisor accountable for monitoring and addressing employees who have Needs Improvement or Poor sick leave usage ratings, suspicious usage patterns or possible sick leave abuse by his/her employees.
3. Ensuring consistent enforcement of attendance and punctuality standards for all employees within their department.
4. Identifying and communicating their department’s procedure that all employees are expected to follow when requesting sick leave ~~or PTO used as sick leave~~.
5. Leading by example for their employees when utilizing ~~sick leave or PTO used as sick leave~~.

### B. Supervisor Responsibilities

Supervisors are responsible for:

1. Holding their staff accountable to the guidelines within this policy.
2. Following up with any employee who has a Needs Improvement or Poor sick leave usage rating, ~~sick leave~~ suspicious usage patterns, or sick leave abuse, ~~and maintaining documentation on how they are addressing these issues~~.
3. Discussing attendance and punctuality guidelines with all of their employees on a regular basis.
4. Leading by example for their employees when utilizing sick leave ~~or PTO used as sick leave~~.

### C. Employee Responsibilities

Employees are responsible for:

1. Utilizing sick leave for appropriate and legitimate reasons.
2. Using their departmental call-in procedure, when requesting sick leave ~~or PTO used as sick leave~~.
3. Personally calling, **unless extenuating circumstances**, each time they are sick or tardy for non-FMLA reasons, including providing a number where they can be reached during their regularly scheduled work hours.
4. Working on all scheduled workdays and during all scheduled work hours, and reporting to work on time.
5. Submitting a completed Return-to-Work slip after a non-FMLA absence of more than three days prior to returning to work.

*For those employees with a Needs Improvement or Poor sick leave usage rating:*

6. Responding to the questions from Exhibit 4 when calling in.
7. Providing documentation from their physician when requested.

## VI. PROCEDURES

### A. Supervisor Procedures

To manage sick leave usage within their work area, all supervisors should:

1. **Analyze Attendance Records.** Supervisors should regularly review employee attendance records for evidence of sick leave usage that falls into the Needs Improvement or Poor categories, suspicious patterns of use, or possible sick leave abuse. Supervisors should work with their Department Director to review quarterly sick leave reports for their employees.
2. **Ensure Appropriate Use.** Supervisors should ensure that the reason for the use of sick leave is allowable under the terms of the collective bargaining agreement or City policy.
3. **Monitor and track their employees' sick leave** (see Exhibit 1) to identify sick leave usage in the Needs Improvement or Poor categories, possible suspicious usage patterns, or sick leave abuse, and follow up promptly. To identify sick leave use problems, supervisors should consider:
  - a. The frequency of and reasons for sick leave.
  - b. Non-FMLA sick leave usage that consistently is in the Needs Improvement or Poor categories each year.
  - c. Possible patterns of sick leave.
  - d. The impact of the employee's absences on the workplace (e.g., disruptions in work schedules, overtime costs, incomplete projects).
  - e. ~~The employee's unused sick leave balance (e.g., sick leave is taken as soon as it's accrued each month or the employee has reached the maximum in his/her sick leave bank and uses sick leave each time it's accrued).~~

When a supervisor has reason to suspect that an employee is abusing sick leave or if the employee's sick leave usage rating is Needs Improvement or Poor, the supervisor may require the employee to provide documentation from his/her doctor for a period of time (as deemed by the department) to verify legitimate use of sick leave. If there is a question about whether it is legitimate use of sick leave, the sick leave request should be denied until the employee provides satisfactory evidence of appropriate sick leave usage. If there is evidence of sick leave abuse, supervisors should contact Human Resources who will assist with following up on the issue.

4. **Respond to Sick Leave Problems.** If the supervisor determines a problem may exist, the supervisor shall:
  - a. Counsel the employee on his/her use of sick leave and the impact on his/her work performance and the work environment.
  - b. If the sick leave usage may qualify for FMLA or if the employee requests FMLA, provide the employee with an FMLA packet within two business days. Let the employee know it may be counted as FMLA, depending upon the circumstances.
  - c. Notify the employee that if he/she has suspicious usage patterns,



continues to have a sick leave usage rating of Needs Improvement or Poor, the City may require him/her to see the City's occupational health provider and/or provide a note from a physician detailing the reasons for his/her absences. After a leave of more than three consecutive scheduled workdays (or as outlined in the employee's collective bargaining agreement), the employee must provide a return-to-work slip (Exhibit 2) or medical certification that includes similar content **prior** to returning to work.

- d. Document all these actions and follow up in writing if the employee continues to have a Needs Improvement or Poor sick leave usage rating.

#### **5. Document for Employee Records**

If the employee's attendance record has impacted his/her ability to complete the tasks in his/her job, supervisors should reflect this in the employee's performance review or personnel records. This may include constructive feedback on how the employee's sick leave usage has been detrimental to his/her work performance, or how it has affected City and departmental operations. Supervisors should note if there have been areas of concern, including Needs Improvement or Poor sick leave usage ratings, or substantiated suspicious usage patterns or sick leave abuse.

If not noted in the employee's performance review, supervisors should document each employee's sick leave usage in a separate memo (Exhibit 3) each year.

#### **6. Provide Recognition/Consequences**

Supervisors should recognize good attendance through documentation for the employee's personnel file or through appropriate incentives, which may include using departmental budget dollars designated for employee recognition or other non-monetary rewards such as flexible work hours, or first rights to trade days, ~~or additional business casual days~~.

Conversely, supervisors also have the right to suspend or discontinue employee privileges, such as using comp time, working a flex schedule, the opportunity to work restricted duty, use of a one-to-one vehicle, working a specific shift, etc. for employees who have a sick leave usage rating in the Needs Improvement or Poor categories or suspicious sick leave patterns, or those who abuse sick leave benefits. If there is a question regarding the appropriateness of an incentive or discontinuation of a privilege, contact Human Resources.

#### **7. Respond to an employee's notification of sick leave**

- a. For all employees: if the absence has the potential to qualify for FMLA or the employee requests an FMLA packet, the supervisor must give or mail the FMLA packet to the employee within two business days.
- b. For employees who have a Needs Improvement or Poor sick leave usage rating:
  - i. Upon receipt of notification from the employee, the supervisor will use Exhibit 4 (or similar departmental form) to document the reason for the call. Asking these detailed questions will help to determine if the situation may qualify for FMLA. The completed forms should be kept in the supervisory file unless the situation escalates.
  - ii. For employees who have a Needs Improvement or Poor rating or suspicious usage patterns, or those employees who

have abused sick leave benefits: in addition to the initial phone contact, supervisors are expected to follow up with the employee during his/her regularly scheduled shift to determine if the employee will return later that day or for his/her next scheduled work shift. If applicable, the supervisor should advise the employee that they would need to provide documentation to support sick leave usage.

## **B. Employee Procedures**

When requesting sick leave, employees should:

### **1. Notify their supervisor**

#### ***For all employees:***

- a. When calling in sick, employees should use their departmental procedure.
- b. The employee must personally make the telephone call. Notification by a friend or relative does not satisfy this notification requirement unless extenuating circumstances exist (e.g., the employee is incapacitated due to an automobile accident).
- c. Employees are required to personally call **each time** they are absent or tardy from work for non-FMLA reasons.
- d. Employees must provide a number where they can be reached during their regularly scheduled work hours.

#### ***For employees with a Needs Improvement or Poor rating for non-FMLA sick leave:***

- e. Employees must respond to the questions to the best of their ability from their supervisor as outlined in Exhibit 4 when calling in.
- f. Employees may be asked to provide their supervisor or their designee with a doctor's certificate if a questionable situation or suspicious patterns exist or whenever they are absent for more than three (3) consecutive scheduled workdays due to illness or injury. (If absent for three days or more (or as outlined by the employee's collective bargaining agreement), the employee should use Exhibit 2 or provide similar medical documentation.) The doctor's documentation must state that the employee is receiving medical care, the days/dates absent as a result of this medical condition, whether or not the employee has any work restrictions, and the approximate date the employee will be able to return to work. This slip shall be forwarded to the employee's supervisor or designee prior to the employee returning to work. If the City chooses to send an employee to see a City-selected physician, the appointment will be during the employee's regularly scheduled work hours and will be paid by the City.
- g. Employees shall be available by telephone when using sick leave. Those employees with a Needs Improvement or Poor rating, suspicious sick leave usage or sick leave abuse should expect to receive a phone call from their supervisor at any time during their regularly scheduled work hours.

### **2. Accurately Record Time**

Employees are responsible for accurately recording their time. These time records are considered the employee's written testament that his/her sick leave was used for appropriate reasons as outlined in City policy, collective bargaining agreements, or FMLA guidelines.

### 3. ~~Be Responsible for Attendance and Appropriate Use of Sick Time~~

#### 3- Responsibly Use Sick Time

Employees are expected to be at work on all scheduled workdays and during all scheduled work hours, and to report to work on time. Employees are also responsible for utilizing sick leave for appropriate and legitimate reasons, including illness, injury or authorized family medical leave, as outlined in the employee's collective bargaining agreement or City policy.

To the extent permissible by law, an employee's absenteeism and tardiness can negatively impact his/her advancement opportunities and may result in discipline, up to and including discharge.

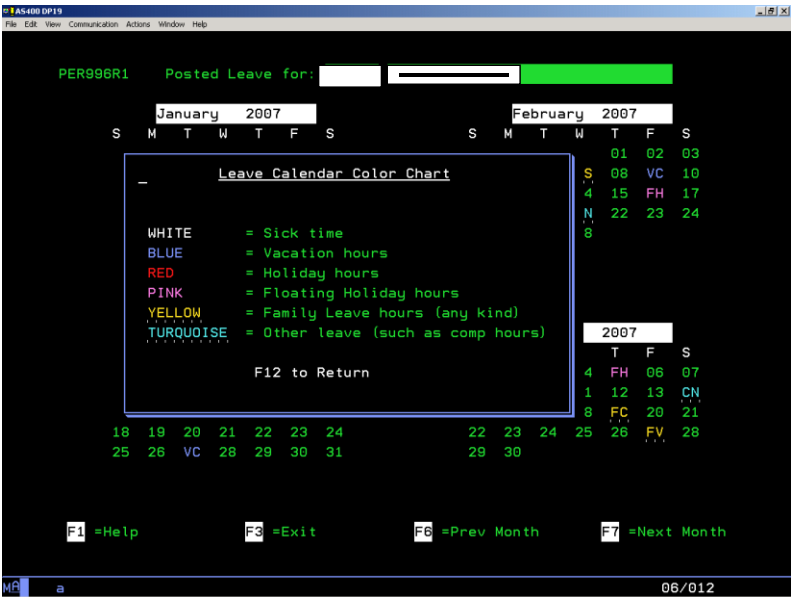
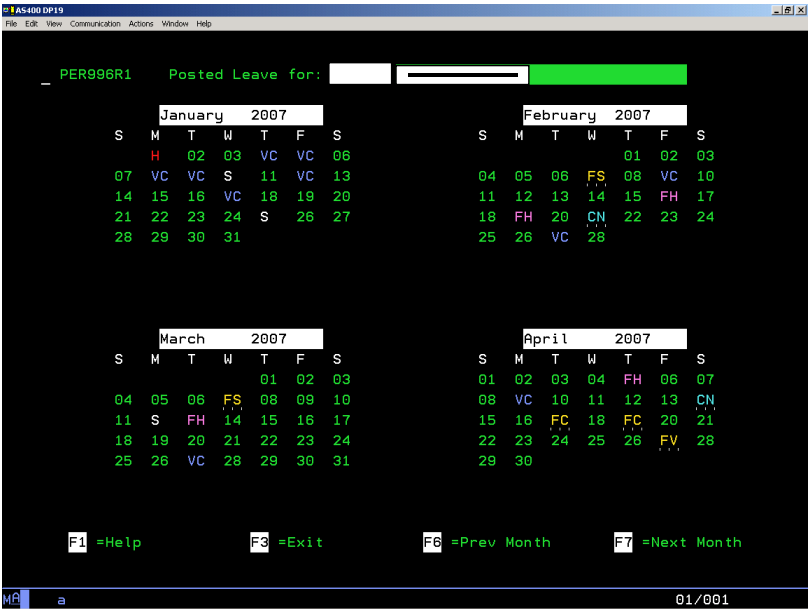
#### 4. **Failure to Report to Work**

An employee who fails to appear or report for work as scheduled shall be considered absent without approved leave and will not be paid, under any circumstance, for the time during which the employee did not work. Vacation, holiday, **PTO** and sick leave may not be substituted to excuse an unauthorized or unexcused absence, except when extenuating circumstances exist. An employee will be considered to have abandoned their job if they are a no-call, no-show for more than one working day or as outlined in **City policy** or the employee's collective bargaining agreement.

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Exhibit 1



**Exhibit 2****EMPLOYEE WORK RESTRICTIONS**

Patient Name: \_\_\_\_\_

Current Job: \_\_\_\_\_

Physician Name (please print): \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Date you saw patient: \_\_\_\_-\_\_\_\_-\_\_\_\_ Time In: \_\_\_\_\_ Injury Date: \_\_\_\_-\_\_\_\_-\_\_\_\_

Patient Description of Injury: \_\_\_\_\_

Diagnosis: \_\_\_\_\_

Treatment: \_\_\_\_\_

Prescription strength meds orders ☐ Yes ☐ No. Meds: \_\_\_\_\_

Plan: \_\_\_\_\_

- DISPOSITION: 1. ☐ Patient is unable to work at this time.  
2. ☐ Recommend his/her return to work with no limitations on (DATE): \_\_\_\_\_  
3. ☐ He/She may return (DATE) \_\_\_\_\_ with a daily time limitation of \_\_\_\_\_  
and/or with the following limitations until \_\_\_\_\_ or until re-evaluation on \_\_\_\_\_.

Part Time ☐ 1<sup>st</sup> Shift ☐ Sun. ☐ Thurs. ☐Full Time ☐ 2nd shift ☐ Mon ☐ Fri. ☐  
Seasonal ☐ 3rd shift ☐ Tues ☐ Sat ☐  
Temporary ☐ Swing ☐ Wed ☐  
Next scheduled work day \_\_\_\_\_ Shift \_\_\_\_\_

Shift Supervisor: \_\_\_\_\_

**CHECK ONLY AS RELATES TO ABOVE CONDITION**

- ☐ **SEDENTARY WORK.** Lifting 10 pounds maximum and occasionally lifting and/or carrying such articles as dockets, ledgers, and small tools. Although a sedentary job is defined as one which involves sitting, a certain amount of walking and standing is often necessary in carrying out job duties. Jobs are sedentary if walking and standing are required only occasionally and other sedentary criteria are met.
- ☐ **LIGHT WORK.** Lifting 20 pounds maximum with frequent lifting and/or carrying of objects weighing up to 10 pounds. Even though the weight lifted may be only a negligible amount, a job is in this category when it requires walking or standing to a significant degree or when it involves sitting most of the time with a degree of pushing and pulling of arms and/or leg controls.
- ☐ **LIGHT MEDIUM WORK.** Lifting 30 pounds maximum with frequent lifting and/or carrying of objects weighing up to 20 pounds.
- ☐ **MEDIUM WORK.** Lifting 50 pounds maximum with frequent lifting and/or carrying of objects weighing up to 25 pounds.
- ☐ **LIGHT HEAVY WORK.** Lifting 75 pounds maximum with frequent lifting and/or carrying of objects weighing up to 40 pounds.
- ☐ **HEAVY WORK.** Lifting 100 pounds maximum with frequent lifting and/or carrying of objects weighing up to 50 pounds.

OTHER INSTRUCTIONS AND/OR LIMITATIONS: \_\_\_\_\_

**SCHEDULED APPOINTMENTS:**

- ☐ Referral ☐ Clinic \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_  
☐ Referral ☐ Clinic \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

Time Out: \_\_\_\_\_ ☐ Called Employer Date \_\_\_\_\_ Signature \_\_\_\_\_

I hereby authorize my attending physician and/or hospital to release any information or copies thereof acquired in the course of my examination or treatment for the injury identified on this form to my employer or his representative.

PATIENT'S SIGNATURE \_\_\_\_\_

Date \_\_\_\_\_

PHYSICIAN'S SIGNATURE \_\_\_\_\_

Date \_\_\_\_\_

	N	O	F	C	
Sitting/Driving					Lab Work Yes ___ No ___
Standing/Walking					
Climbing					X - Rays Yes ___ No ___
Bending					
Kneeling/Squatting/Crawling					
					R L BIL
Reaching-Horiz./push-pull					
Reaching-Vert./above shoulder					
Gross Handling					
Finger Manipulation					
Single Grasping					
Repetitive Foot Movement					

"...meeting community needs...enhancing quality of life."



Human Resources Department  
100 N. Appleton Street  
Appleton, Wisconsin 54911 – 4799

## Memorandum - CONFIDENTIAL

To:  
Date:  
From:  
RE: Sick Leave Usage Rating and Comparisons as of (date)

As part of an initiative to increase sick leave usage awareness, I would like to share your non-FMLA sick leave usage rating for this year in an effort to make you aware of how your usage compares with that of other department employees as well as City-wide.

Based on the City's Attendance Policy, your use of \_\_\_\_ non-FMLA hours year-to-date falls into the category of:

- ☐ Excellent
- ☐ Good
- ☐ Adequate
- ☐ Needs Improvement
- ☐ Poor\*

(\* Certain patterns of absenteeism may fall into the POOR category regardless of the total hours of absence.)

Your non-FMLA sick leave information for 20\_\_ is being shared here to allow you to review your sick leave usage in comparison with all department employees and other City employees.

- The year-to-date average of non-FMLA sick leave use per City employee is \_\_\_\_ hours.
- In total, year-to-date, the \_\_\_\_ Department staff used \_\_\_\_ non-FMLA sick leave hours.
- Your leave represents \_\_\_\_ % of the total non-FMLA sick leave for our department.
- The average for our department's non-FMLA sick leave for 2011 was \_\_\_\_ hours.

If your sick leave usage rating is in the Needs Improvement or Poor category, you may be asked to comply with the following:

1. You will be asked for a telephone number that you can be reached at and will be expected to check in with your supervisor if that changes for the duration of the shift you called in for.
2. Any absence of more than 3 days will require a return to work form (Exhibit 2) or similar medical documentation prior to returning to work.
3. You may be sent to the City's physician for a "Fit for Duty" to return to work for absences of 3 days or more.
4. You will be notified if you will be required to bring in medical documentation for the day of the unexpected absence or you may be sent to the City's physician for illness verification.

**SICK LEAVE CONTACT REPORT**

Supervisor taking/making contact call: \_\_\_\_\_

Date and time of call: \_\_\_\_\_

Employee (or person calling in): \_\_\_\_\_

Type of leave requested (check one) (*This request does not indicate approval.*)

- ☐ (S) Sick for employee
- ☐ (SC) Sick child (includes medical appointments for children)
- ☐ (SS) Sick spouse
- ☐ (DR) Doctor appointment (if FMLA approved, use FS) for the employee only  
Time of appt.: \_\_\_\_\_ Location of appointment: \_\_\_\_\_
- ☐ (FS) FMLA approved sick leave, regardless of whom for
- ☐ (PS) PTO for sick leave or doctor appointments
- ☐ Other: \_\_\_\_\_

What is the nature of your illness?

When do you expect to return to work? (e.g., Can we expect to see you later in your shift?)

Phone #(s) where the employee can be reached during his/her regularly scheduled hours:

\_\_\_\_\_

**Supervisor Follow up**

- ☐ For employees who have a Needs Improvement or Poor rating or suspicious patterns of sick leave, or for those employees who have abused sick leave benefits:
  - ☐ Call the employee later in the shift. Ask how are they feeling and when they anticipate being able to return to work.
  - ☐ Remind them that they will need a statement from their doctor. As outlined in this policy, the doctor's certificate must state that the employee is receiving medical care, the days/dates absent as a result of this medical condition, whether or not the employee has any work restrictions, and the approximate date the employee will be able to return to work.
- ☐ Let the employee know the absence may or may not be counted against FMLA, depending on the circumstances.
- ☐ If the absence has been for more than three consecutive scheduled workdays (or as outlined in the employee's collective bargaining agreement), remind the employee they must provide a return to work slip (Exhibit 2) or similar documentation **prior** to returning to work.
- ☐ Follow up as appropriate, including ensuring that sick leave has been reflected accurately in the employee's time records.
- ☐ As outlined in the policy, review the employee's sick leave to identify usage patterns or declining usage rating.

**This completed form should promptly be returned to the employee's supervisor  
(if someone other than his/her direct supervisor completed this form).**

<b>CITY OF APPLETON PERSONNEL POLICY</b>	<b>TITLE: ELECTRONIC COMMUNICATION (INTERNET, CELL PHONES)</b>	
ISSUE DATE:	LAST UPDATE: September 2003 October 2006 January 2007 October 28, 2010 February 6, 2013 October 28, 2015	SECTION: Human Resources
POLICY SOURCE: Human Resources Department	POLICY AUDIENCE: City Employees and Volunteers	TOTAL PAGES: <a href="#">94</a>
Reviewed by Legal Services Date: September 12, 2003 February 5, 2007 February 6, 2013	Committee Approval Date: September 24, 2003 April 18, 2007 December 8, 2010 July 15, 2013	Council Approval Date: October 1, 2003 May 2, 2007 December 15, 2010 July 24, 2013

## I. PURPOSE

To provide guidelines for the use of City electronic communications systems and/or equipment (including but not limited to e-mail, FAX, Internet, voicemail, calendars, telephones, computer applications, internal network or any device that is used to access or monitor any of these services). The City of Appleton provides this policy to set standards for users to adhere to when utilizing these resources.

## II. POLICY

Generally, any communications transmitted by, received from or stored in City of Appleton systems and/or equipment are the property of the City of Appleton and are subject to open records (see Public Records Policy). Some personal communications may be exempt pursuant to law, however, (even if deleted) they are still not considered private if created or transmitted using City equipment (computers, cell phones, instant messaging, etc.). The use of City equipment for private or personal purposes must be pre-authorized by a supervisor. Failure to follow this policy may result in discipline up to and including discharge.

For purposes of Library administered systems, networks and/or equipment, Library Administration and Network Services serve the review and approval functions of Human Resources and Information Technology as listed below. Library rules and procedures are subject to review and approval by Human Resources, Information Technology and Legal Services.



### **III. DISCUSSION**

The City of Appleton reserves the right to monitor City systems and/or equipment to ensure they are being used for legitimate business purposes, to ensure City systems and/or equipment are being used appropriately, and to access information at any time with or without notice. While monitoring an employee's electronic communication, the City of Appleton will have the right to access all information to which an employee has gained access or created.

Employees should recognize that legally they do not have a personal privacy right in any matter created, sent, received or stored in a City of Appleton system and/or equipment. When an employee deletes a message this does not guarantee that it has been erased.

Employees who are provided City equipment or devices for purposes of electronic communication related to City business will be expected to utilize them for City business to facilitate compliance with open records laws.

All materials created, sent, received or stored in a City of Appleton system or device will remain City of Appleton property and may, subject to applicable laws, be monitored or recorded by authorized staff as applicable, including Human Resources, Legal Services or Information Technology staff and such records may be subject to discovery and disclosure.

### **IV. GENERAL GUIDELINES**

When using City of Appleton electronic communication systems and/or equipment, employees will be required to follow these guidelines:

- A. Employees should have prior supervisory approval before utilizing City resources for personal use and personal use must be kept to a minimum (limited frequency and duration).  
Department directors have the right to restrict usage to workplace use only. An employee is expected to wait until non-work time or breaks for personal usage of electronic devices, unless extenuating circumstances arise. Employees shall not allow persons not employed by the City to utilize City issued devices and/or equipment.
- B. Usage will be audited and monitored by the department director and/or Mayor if applicable. The department director, or Mayor and Finance Director will determine whether the employee should reimburse the City for any personal or unauthorized services (e.g., cell phone overage charges or text message charges). An authorized supervisor may request to monitor systems by making the request to both the Human Resources Director and the Information Technology Director.
- C. Employees shall not access, send, solicit, display, print or otherwise distribute material that may harass, threaten or embarrass others or that is sexually explicit, fraudulent or otherwise inappropriate for a professional environment. This also violates the City's Harassment & Discrimination and Workplace Violence policies.
- D. No employee shall intentionally intercept any communication without consent. The Privacy Act of 1986 makes any interception without consent illegal and punishable under the law.

- E. Employees shall not copy, download, disseminate or print copyrighted materials except within 'fair use' rules, applicable licenses, contracted agreements, with express permission of the copyright holder, or as otherwise allowed by law. This includes articles, images, games, software, music, etc.
- F. Employees shall not use City of Appleton equipment/resources to engage in personal, non-employer-related activities for gain or profit as referenced in the Code of Conduct Policy. Examples include, but are not limited to, consulting for pay or advertising or selling goods or services for personal gain.
- G. Employees shall not engage in illegal activities or use any City of Appleton communication system for any illegal purposes, including initiating or receiving communications that violate any laws or regulations. The City of Appleton will fully cooperate with lawful requests from law enforcement agencies and internal investigations for logs, diaries, data and archives on any computing activities.
- H. Employees are prohibited from using cameras or other video-capable recording devices within the City without the express prior permission of their department director and of the person(s) present at the time (unless it is at a public meeting or public gathering place). Use of cameras or other video-recording devices are explicitly banned from City restrooms and locker rooms.
- I. Employees are prohibited from knowingly visiting inappropriate Internet sites, unauthorized chat rooms or instant messaging services through the City systems. If an employee inadvertently connects to an inappropriate internet site he/she must disconnect immediately and inform the supervisor of the incident. This would not pertain to employees during times they are required to access an inappropriate site in the course of their job duties. Designated staff at the Library may use instant messaging services for work related purposes on Library systems at the discretion of the Library Director. These services may only be used with log files enabled and will be subject to regular review by the Library Director or designee.

If an employee receives an unsolicited/inappropriate joke, advertisement etc. these messages should be immediately deleted. If an employee receives a grossly inappropriate message, they should immediately notify their supervisor.

- J. When an employee is using the City of Appleton equipment to perform union business, they must follow the same procedures as outlined for personal business.
- K. Any employee who uses City systems and/or equipment off-duty is doing so voluntarily and will not be compensated for off-duty use unless they have received prior approval from their department director.
- L. Employees should inform a supervisor if he/she becomes aware that a fellow employee is violating any of the guidelines listed above.
- M. The City of Appleton will report any illegal usage to the police.

## **V. SPECIFIC GUIDELINES**

### **A. Cell Phones**

1. Employees are expected to follow applicable state or federal laws and regulations regarding the use of cell phones/tablets at all times. As a part of Wisconsin law (as of December 1, 2010), employees are prohibited from texting while driving any motor vehicle.
2. Employees should refrain from using their cell phone/tablet while driving and/or operating equipment. Employees should pull off to the side of the road and safely stop the vehicle before placing or accepting a call. Employees are encouraged to use hands-free technology. These guidelines will not supersede stricter departmental rules.
3. Employees who are charged with traffic violations resulting from the use of electronic communications equipment while driving for the City may be held personally liable for the consequences of such actions.
4. Activation of services beyond the normal plan (e.g., internet activation, data charges, text messaging, roaming charges, long distance, etc.) must have prior written authorization from the employee's department director and/or Mayor if applicable.

#### **B. Fax/Copy Machines**

Reasonable use of copy machines and fax machines for personal needs must have supervisor approval. High volume personal usage is prohibited. As a guide to define reasonable usage, please consider this to be 20 sheets of paper or less.

If you are uncertain at any time how to apply these guidelines or have any questions, you should seek guidance from your supervisor, or the Human Resources Department or Legal Services prior to engaging in electronic communications activities or using City-owned electronic communications equipment.

<b>CITY OF APPLETON PERSONNEL POLICY</b>		<b>SOCIAL MEDIA POLICY</b>	
ISSUE DATE:	LAST UPDATE: November 2015	SECTION: Human Resources	
POLICY SOURCE: Human Resources Department	AUDIENCE: All employees	TOTAL PAGES:	
Reviewed by Legal Services Date:	HR Committee Approval Date:	Council Approval Date:	

## **I. Purpose**

The purpose of this Policy is to ensure all City of Appleton (“City”) employees have an understanding of the expectations and guidelines the City has for using and posting on social media platforms. The City has a responsibility in deciding what is “spoken” on behalf of the City.

This Policy will also outline the role of the City’s social media efforts in sharing information and news with the community and to serve as a tool to help social media coordinators ensure all accounts are using the same standards. These standards will make the City’s online presence uniform and immediately recognizable. Social media platforms will also be utilized to drive people to the City’s website for additional information.

For purposes of this Policy, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes, but is not limited to, online social media platforms such as blogs, video-and image sharing websites (e.g., YouTube, Instagram), micro blogging websites (e.g., Twitter) and others (e.g., Facebook, LinkedIn).

## **II. Guidelines**

a. Social media should be used to engage the community in conversation, create positive interactions, and drive traffic to the City’s website, [www.appleton.org](http://www.appleton.org), for information about City related business and events.

b. Posts must be relevant to furthering the goals and mission of the City. Posts should attempt to help the City and/or department reach its mission, enhance residents’ knowledge of services, encourage civic engagement, increase transparency and/or solve a problem.

c. The City’s Communications Coordinator will be responsible for maintaining, posting to, and reviewing the City’s main social media accounts.

d. City Departments may have one (1) social media account per approved social media platform (e.g., Facebook, Twitter). Questions about which social media platforms are approved should be directed to the City’s Communications Coordinator.

e. City Departments that choose to have social media accounts must have a minimum of two (2) designated social media coordinators per department. They will be responsible for maintaining, updating, posting to and reviewing the department's social media accounts.

i. Social media coordinators will receive training on how to effectively use social media and the policies and laws governing social media usage.

ii. New social media coordinators must receive training provided by the City's Communications Coordinator prior to being allowed to post.

f. All social media accounts used by the City or departments must contain a link to [www.appleton.org](http://www.appleton.org) and a direct link to the department's page, if applicable.

g. No City employee may discuss confidential or non-public City business on any social media platform. When using social media for personal use during their own personal time, employees may comment on publicly available information; however, employees must clearly express that their views are personal in nature and do not represent the City. City employees may comment on a post to the City's social media accounts but should do so only during non-working hours unless prior approval has been granted by their department director. Note: employees who are in highly visible positions for the City should be conscientious when commenting on social media, even for personal use, because it may be perceived as they are commenting on behalf of the City due to the public nature of their City position.

h. City employees with personal social media accounts must not imply their personal accounts are affiliated with the City.

i. City-made posts may not be deleted from the account without the approval of the Communications Coordinator and/or City Attorney. In the event a post violates the terms in this policy, contact the Communications Coordinator immediately.

j. Given the evolving nature of social media, this Policy may be changed or updated at any time.

## **SOCIAL MEDIA ACCOUNT REQUEST FORM AND WORK PLAN**

These are the steps involved for having a department specific social media account. If your department would benefit from using social media, complete Attachment A and email it to the City's Communication Coordinator.

### **STEP 1: EVALUATE**

When a department wants to use social media, the following questions should be considered:

1. Why does the department want to use social media and what are the goals?
2. Which social media platform(s) will you use and how will those accounts interact with the City website and other social media assets?
3. Who is the target audience, and why should they interact?
4. How will this help meet the goals of the department and City communications plan? How can it support, or supplement, what's already taking place?
5. Does the department have the resources to maintain this account with fresh content (at least 3-5 posts per week) and ~~around-the-clock~~ regular monitoring?
6. Which of the established City profiles could be leveraged to share your messaging? Could they be used instead of creating a new account?
7. Are there at least two people in the department who can be responsible for this account as part of their other regularly scheduled job duties?
8. What is the department's plan for creating, reviewing and scheduling messaging that will benefit citizens?
9. How will posts encourage interaction rather than merely serve as one-sided updates?
10. How will success be measured and reported?

### **STEP 2: COMPLETE AND SUBMIT THE ATTACHED SOCIAL MEDIA ACCOUNT REQUEST FORM AND WORK PLAN – ATTACHMENT 1.**

### **STEP 3: TRAINING**

There is an initial training and an annual training for department's social media coordinators. The training will be set up by the City's Communication's Coordinator. The training will cover the following:

1. 70/20/10 Rule
2. Filling out the profile (Example: Facebook "About" data, Twitter bio, etc.).
3. Determining the visual elements of the profile (e.g., avatar, cover photo, etc.).
4. Developing the "voice" – Learning how to ensure messages are consistent across all platforms.
5. Content - Learning about the different types of posts and pros/cons of each.
6. Responding to comments – How to appropriately respond to positive and negative comments.
7. Creating a content calendar – Includes learning to schedule multiple posts concerning the same topic and scheduling posts in advance.
8. Metrics and reporting – Learning to measure success and failure of posts to continually improve quality and reach.

## **ATTACHMENT A**

Email Completed Form to [Chad.Doran@Appleton.Org](mailto:Chad.Doran@Appleton.Org)

### **INSTRUCTIONS**

This form should be completed by the department director, the department director's designee, or one of the department's current or anticipated social media coordinators. No new social media accounts may be created without the submission and approval of this form to the City's Communications Coordinator. The final approved form will be emailed back to the department director and/or the department's social media coordinator. Direct all questions/comments/concerns to the City's Communications Coordinator.

### **GENERAL INFORMATION**

Date:

Department:

Name/Title of Person Submitting Request:

Has Department Director Given Approval? ☐ Yes ☐ No

### **WORK PLAN**

1. Provide information regarding the current/desired social media platform.

<b>Platform</b> (e.g., Facebook, YouTube)	<b>Does Site Already Exist?</b> (if yes, provide link)	<b>Desired Profile Name</b> (if applicable)

2. Each department using social media needs two trained social media coordinators. Who will they be and what will be their individual responsibilities?

	<b>Name/Title</b>	<b>Responsibilities</b>
Coordinator One		
Coordinator Two		

3. Why does your department want a separate department social media account as opposed to using the City's main social media accounts?
4. How does your department anticipate using the social media account?
5. Who is the intended audience of the social media account and why?
6. Does your department have the resources to maintain this account with fresh content (at least 3-5 posts per week) and ~~around the clock~~ regular monitoring? Explain.
7. How will success be measured and reported?
8. How can the City's Communications Coordinator help you?
9. Any comments/questions/concerns?

---

**STOP!** To be completed by City's Communications Coordinator:

Date Received: \_\_\_\_\_ Date Approved/Denied: \_\_\_\_\_

If Denied, Reason Why: \_\_\_\_\_

Initial Training Date: \_\_\_\_\_ Annual Training Date: \_\_\_\_\_



## **Social Media Site Standards**

When creating or updating a social media site for the City of Appleton, these standards (or a live link to these standards) must be prominently displayed on the site. These standards should in no way be modified from their original form.

### **Terms and Conditions**

#### **General**

By using this website (the “Site”), you agree to be bound by these Terms and Conditions and to use the Site in accordance with these Terms and Conditions, applicable City of Appleton policies, and any additional terms and conditions that may apply to specific sections of the Site or to products and services available through the Site. Accessing the Site, in any manner, whether automated or otherwise, constitutes use of the Site and your agreement to be bound by these Terms and Conditions. The City of Appleton (the “City”) reserves the right to change these Terms and Conditions or to impose new conditions on use of the Site, from time to time, in which case we will post the revised Terms and Conditions on this website. By continuing to use the Site after we post any such changes, you accept the Terms and Conditions, as modified.

The City also reserves the right to deny access to the Site or any features of the Site to anyone who violates these Terms of Service or who, in our sole judgment, interferes with the ability of others to enjoy our website or infringes on the rights of others.

#### **Prohibited Content and/or Activity**

This Site may include a variety of features, such as bulletin boards, commenting forums, blogging areas, polling, web logs, chat rooms, and email services, which allow feedback to us and real-time interaction between users, and other features, such as personalized home pages and email services, which allow users to communicate with others. Responsibility for what is posted on bulletin boards, web logs, chat rooms, and other public posting areas on the Site, or sent via any email services on the Site, lies with each user - you alone are responsible for the material you post or send. We do not control the messages, information or files that you or others may provide through the Site. The statements and/or opinions expressed by participants of this Site are solely those of the persons participating. The statements and/or opinions do not necessarily represent the views of the City of Appleton or its officers, officials, employees, agents and the like. It is a condition of your use of the Site that you do not:

- Restrict or inhibit any other user from using and enjoying the Site.
- Use the Site to impersonate any person or entity, or falsely state or otherwise misrepresent your affiliation with a person or entity.
- Interfere with or disrupt any servers or networks used to provide the Site or its features, or disobey any requirements, procedures, policies or regulations of the networks we use to provide the Site.
- Use the Site to instigate or encourage others to commit illegal activities or cause injury or property damage to any person.
- Gain unauthorized access to the Site, or any account, computer system, or network connected to the Site, by means such as hacking, password mining or other illicit means.
- Obtain or attempt to obtain any materials or information through any means not intentionally made available through the Site.
- Use the Site to post or transmit any unlawful, threatening, abusive, libelous, defamatory, obscene, vulgar, pornographic, profane or indecent information of any kind, including without limitation, any transmissions constituting or encouraging conduct that would constitute a criminal offense, give rise to civil liability or otherwise violate any local, state, national or international law.

- Use the Site to post or transmit any information, software or other material that violates or infringes upon the rights of others, including material that is an invasion of privacy or publicity rights or that is protected by copyright, trademark or other proprietary right, or derivative works with respect thereto, without first obtaining permission from the owner or rights holder.
- Use the Site to post or transmit any information, software or other material that contains a virus or other harmful component.
- Use the Site to post, transmit or in any way exploit any information, software or other material for commercial purposes, or that contains advertising.
- Use the Site to advertise or solicit to anyone to buy or sell products or services, or to make donations of any kind, without our express written approval.
- Gather for marketing purposes any email addresses or other personal information that has been posted by other users of the Site.

The purpose of this Site is to present information and other matters of public interest to residents, businesses, visitors and other interested parties. You may participate in Site activities but please note while the City reserves the right (but not the responsibility) to moderate the Site, it is not a public forum. You understand that the City has no obligation to monitor any bulletin boards, commenting forums, blogging areas, polling, chat rooms, web logs, or other areas of the Site through which users can supply information or material. However, we reserve the right at all times to disclose any information we believe necessary to satisfy any law, regulation or governmental request, or to refuse to post or to remove any information or materials, in whole or in part, that in our sole discretion are objectionable or in violation of these Terms and Conditions. We also reserve the right to deny access to the Site or any features of the Site to anyone who violates these Terms and Conditions or who, in our sole judgment, interferes with the ability of others to enjoy the Site or infringes the rights of others or for any other reason to be determined in our sole discretion.

### **Open Records**

The City is subject to Wisconsin Statutes relating to public records. Information posted on this site may be subject to these laws. Unless otherwise exempted from the public records laws, participants should presume that all posts to this site are subject to release upon request and to state record retention requirements when possible.

### **Indemnity**

You agree to defend, indemnify and hold harmless the City together with its officials, employees, agents and the like, from and against all liabilities, claims, damages and expenses (including reasonably attorney's fees and costs) arising out of your use of the Site; your failure to use the Site; your breach or alleged breach of these Terms and Conditions or your breach or alleged breach of the copyright, trademark, proprietary or other rights of third parties except where caused by the sole negligence or willful misconduct of the City.

### **Intellectual Property Rights**

This Site and all the materials available on the Site may be protected by copyright, trademark, and other intellectual property laws. The Site is provided solely for your personal noncommercial use. You may not use the Site or the materials available on the Site in a manner that constitutes an infringement of copyrights or trademarks.

By posting or submitting any material (including, without limitation, photos and videos) to us via the Site, you are representing: (i) that you are the owner of the material, or are making your posting or submission with the express consent of the owner of the material; and (ii) that you are thirteen years of age or older (or have your parents' permission if less than age 13). In addition, when you submit or post any material, you are granting us, and anyone authorized by us, a royalty-free, perpetual, irrevocable, non-exclusive, unrestricted, worldwide license to use, copy, modify, transmit, sell, exploit, create derivative works from, distribute, and/or publicly perform or display such material, in whole or in part, in any manner or medium, now known or hereafter developed, for any purpose. The foregoing grant shall include the right to exploit any proprietary rights in such posting or submission, including, but not limited to, rights under copyright, trademark, service mark or patent laws under any relevant jurisdiction. Also, in connection with the exercise of such rights, you grant us, and anyone authorized by us, the right to identify you as the author of

any of your postings or submissions by name, email address or screen name, as we deem appropriate.

### **Copyright Infringement**

If you are a copyright owner who believes your copyrighted material has been reproduced, posted or distributed via the Site in a manner that constitutes copyright infringement, please inform our designated copyright agent by sending written notice by U.S. Mail to City of Appleton, Office of the City Attorney, 100 N. Appleton St., Appleton, WI 54911. Please include the following information in your written notice: (1) a detailed description of the copyrighted work that is allegedly infringed upon; (2) a description of the location of the allegedly infringing material on the Site; (3) your contact information, including your address, telephone number, and, if available, email address; (4) a statement by you indicating that you have a good-faith belief that the allegedly infringing use is not authorized by the copyright owner, its agent, or the law; (5) a statement by you, made under penalty of perjury, affirming that the information in your notice is accurate and that you are authorized to act on the copyright owner's behalf; and (6) an electronic or physical signature of the copyright owner or someone authorized on the owner's behalf to assert infringement of copyright and to submit the statement. Please note that the contact information provided in this paragraph is for suspected copyright infringement only. Contact information for other matters is provided elsewhere in these Terms and Conditions or on the Site.

### **Disclaimer of Liability and Warranties**

Throughout the Site, links and pointers to Internet sites maintained by third parties may appear. Our linking to such third-party sites does not imply an endorsement or sponsorship of such sites, or the information, products or services offered on or through the sites. In addition, the City does not operate or control in any respect any information, products or services that third parties may provide on or through the Site or on websites linked to by us on the Site. THE INFORMATION, PRODUCTS AND SERVICES OFFERED ON OR THROUGH THE SITE AND ANY THIRD-PARTY SITES ARE PROVIDED "AS IS" AND WITHOUT WARRANTIES OF ANY KIND EITHER EXPRESS OR IMPLIED. TO THE FULLEST EXTENT PERMISSIBLE PURSUANT TO APPLICABLE LAW, WE DISCLAIM ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. WE DO NOT WARRANT THAT THE SITE OR ANY OF ITS FUNCTIONS WILL BE UNINTERRUPTED OR ERROR-FREE, THAT DEFECTS WILL BE CORRECTED, OR THAT ANY PART OF THIS SITE, INCLUDING BULLETIN BOARDS, OR THE SERVERS THAT MAKE IT AVAILABLE, ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS.

WE DO NOT WARRANT OR MAKE ANY REPRESENTATIONS REGARDING THE USE OR THE RESULTS OF THE USE OF THE SITE OR MATERIALS ON THIS SITE OR ON THIRD-PARTY SITES IN TERMS OF THEIR CORRECTNESS, ACCURACY, TIMELINESS, RELIABILITY OR OTHERWISE.

You must provide and are solely responsible for all hardware and/or software necessary to access the Site. You assume the entire cost of and responsibility for any damage to, and all necessary maintenance, repair or correction of, that hardware and/or software. The Site should not be used to engage in (or conduct) any high risk activities where damage or injury to persons, property, environment, finances or business may result if an error occurs. You expressly assume all risk for such use.

### **Online Commerce**

Certain sections of the Site may allow you to purchase many different types of products and services online that are provided by third parties. We are not responsible for the quality, accuracy, timeliness, reliability or any other aspect of these products and services. If you make a purchase from a merchant on the Site or on a site linked to by the Site, the information obtained during your visit to that merchant's online store or site, and the information that you give as part of the transaction, such as your credit card number and contact information, may be collected by both the merchant and us. A merchant may have privacy and data collection practices that are different from ours. We have no responsibility or liability for these independent policies. In addition, when you purchase products or services on or through the Site, you may be subject to additional terms and conditions that specifically apply to your purchase or use of such products or services. For more information regarding a merchant, its online store, its privacy policies, and/or any additional terms and conditions that may apply, visit that merchant's website and click on its information links or contact the merchant directly. You release the City from any damages that you incur, and agree not to assert any claims against us, arising from your purchase or use of any products or services made available by third parties through the Site.

You agree to be financially responsible for all purchases made by you or someone acting on your behalf through the Site. You agree to use the Site and to purchase services or products through the Site for legitimate, non-commercial purposes only. You also agree not to make any purchases for speculative, false or fraudulent purposes or for the purpose of anticipating demand for a particular product or service. You agree to only purchase goods or services for yourself or for another person for whom you are legally permitted to do so. When making a purchase for a third party that requires you to submit the third party's personal information to us or a merchant, you represent that you have obtained the express consent of such third party to provide such third party's personal information.

#### **Limitation of Liability**

**UNDER NO CIRCUMSTANCES, INCLUDING, BUT NOT LIMITED TO, NEGLIGENCE, SHALL THE CITY OF APPLETON, ITS OFFICERS, OFFICIALS, EMPLOYEES, AGENTS AND THE LIKE BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE USE OF, OR THE INABILITY TO USE, THE SITE, INCLUDING ITS MATERIALS, PRODUCTS, OR SERVICES, OR THIRD-PARTY MATERIALS, PRODUCTS, OR SERVICES MADE AVAILABLE THROUGH THE SITE, EVEN IF WE ARE ADVISED BEFOREHAND OF THE POSSIBILITY OF SUCH DAMAGES. (BECAUSE SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF CERTAIN CATEGORIES OF DAMAGES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU. IN SUCH STATES, OUR LIABILITY IS LIMITED TO THE FULLEST EXTENT PERMITTED BY SUCH STATE LAW.) YOU SPECIFICALLY ACKNOWLEDGE AND AGREE THAT WE ARE NOT LIABLE FOR ANY DEFAMATORY, OFFENSIVE OR ILLEGAL CONDUCT OF ANY USER. IF YOU ARE DISSATISFIED WITH THE SITE, ANY MATERIALS, PRODUCTS, OR SERVICES ON THE SITE, OR WITH ANY OF THE SITE'S TERMS AND CONDITIONS, YOUR SOLE AND EXCLUSIVE REMEDY IS TO DISCONTINUE USING THE SITE.**

#### **Termination**

We may cancel or terminate your right to use the Site or any part of the Site at any time without notice. In the event of cancellation or termination, you are no longer authorized to access the part of the Site affected by such cancellation or termination. The restrictions imposed on you with respect to material downloaded from the Site, and the disclaimers and limitations of liabilities set forth in these Terms and Conditions, shall survive.

#### **Other**

This agreement constitutes the entire agreement between us and you with respect to the subject matter contained in this agreement and supersedes all previous and contemporaneous agreements, proposals and communications, written or oral. You also may be subject to additional terms and conditions that may apply when you use the products or services of a third party that are provided through the Site. In the event of any conflict between any such third-party terms and conditions and these Terms and Conditions, these Terms and Conditions shall govern. This agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin without giving effect to any principles of conflicts of law. If any provision of this agreement shall be unlawful, void or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Effective Date:

## Displays

~~The library creates displays to enhance services, programs and co-sponsored events and provides limited, designated spaces for displays of non-commercial purposes for individuals, non-profit organizations and civic groups.~~

~~Exhibits on controversial topics (for example: euthanasia, capital punishment, gun control, abortion, etc...) should represent as many opinions toward the topic as possible to create a balanced representation.~~

~~Preference of display space is given to APL sponsored and co-sponsored displays.~~ **DISPLAY POLICY – Draft**

Display space is available at the Appleton Public Library (“APL”) as a way to allow the APL and the community to share culture, art, information, history and experiences. The display space is not intended to be used as a platform for expressing one belief or agenda over another. The APL welcomes displays on an equitable and impartial basis. Displays that are not made by the APL do not in any way constitute an endorsement by the APL of a belief or viewpoint.

### General Rules

1. First-Come/First-Served. Display spaces are available on a first-come, first-served basis, and are booked through the Community Partnership Section of the APL.
  - a. If there are multiple requests for a space made at the same time, preference is given to the APL and APL co-sponsored displays. Secondary preference shall be given to the City of Appleton, other government agencies, and local non-profit/community groups. ~~Space~~
- ~~1.2.~~ Impartiality. Display space is provided on an impartial basis, regardless of the beliefs or affiliations of ~~individuals~~ the individual or ~~groups~~ group requesting space.
- ~~2.~~ ~~Displays should be educational, informational, civic, historic, artistic or cultural in nature.~~
- ~~3.~~ Religious Intent. The intent of offering display space is for the APL and ~~historical political exhibits~~ the community to share culture, art, information, history and experiences and displays ~~are permissible for informational purposes; displays, such as those which advocate for a single point of view, or a current political issue or election will not be permitted.~~
- ~~4.~~ Displays ~~and~~ should reflect this intent while also ensuring that ~~provide the history of local commercial endeavors are allowed (for example: artifacts or the history of products from a local business).~~
- ~~5.3.~~ ~~Displays must be~~ the display is appropriate for a wide-range of ages. ~~The library does not restrict access by age to display spaces.~~

4. ~~Staff limited to~~ Inspection. The APL reserves the right to inspect all displays prior to being displayed, and may deny the right to display items that are for commercial purposes, that are not appropriate for a wide-range of ages, or that are illegal, obscene, defamatory or otherwise inappropriate for display at the APL.
- 6.5. Frequency. Individuals, groups or organizations may reserve one display ~~casespace per month. Staff may reserve a display case twelve months in advance. Patrons year~~ and may reserve a ~~case~~display space up to six months in advance.
7. ~~Displays are available on a first-come, first served basis and are booked through the Community Partnerships section. Individuals or organizations may book one display per year.~~
- 8.6. ~~Those who display must~~ Use of Space. Displays must use the space assigned to them. ~~Community displays that require re-arranging of library furniture, additional display cases, or utilize space other~~Displays larger than the ~~designated~~display ~~cases~~space assigned will require permission from the Library Administration.
- 9.7. ~~Articles may~~ Sale of Items. Items on display must not be priced for sale. The displayer may leave contact information near the items in the form of a business card, or signage with the displayers name and contact information. ~~This provision does not preclude sponsored exhibits, approved art exhibits, exhibits primarily informational in content, or exhibits containing advertising involving a variety of beneficiaries.~~
  - a. This provision does not include sponsored exhibits or approved art exhibits.
  - 10.b. The Library Director is authorized to make exceptions for the sale of ~~the art display~~ items where an agreed upon portion of the proceeds is donated to the ~~library~~APL, the Friends of the Library, or for the sale of items displayed by program performers.
8. Signage. All ~~Displays~~displays must have clear signage provided by the displayer explaining the content of the display. ~~This~~ and must include language stating: "The Appleton Public Library does not endorse the viewpoint or belief of any display or displayer." The signage must be approved by library staff.
- 44.9. Indemnification. In consideration for being allowed to ~~ensure it conforms~~display items, the displayer must agree to ~~APL's policies and standards~~hold harmless the City of Appleton for any damage or loss to the items on display. This agreement is contained in the waiver form that must be signed by the displayer prior to the items being displayed.
10. Disposal of Items. Should a display item be left at the APL more than thirty (30) days after the end of the display period the APL may discard the items.
11. Discontinuation. Both the APL and the displayer reserve the right to discontinue a display at any time and for any reason.
12. Appeal. Should a display be discontinued by the APL, or the right to display be denied by the APL, the displayer may appeal the decision to the Library Board of Trustees.

## APL Specific Rules

1. Frequency. Staff of the APL may reserve one display space per month and may reserve a display space up to twelve months in advance.
2. Intent. APL sponsored displays must be educational, informational, civic, historical, artistic or cultural in nature.
  - a. Displays in whole or in part on potentially controversial topics (for example: euthanasia, capital punishment, gun control, abortion, etc.) should represent as many opinions toward the topic as possible to create a balanced representation.
  - b. Religious and political displays must not advocate for a single point of view or for a current political issue or election.
- ~~12.~~ Set Up/Take Down. Children's Services facilitates set up and take down of displays within the Children's Section. The Community ~~Partnerships~~Partnerships Section facilitates set up and take down of displays throughout the rest of the library.
- ~~13.~~ ~~In consideration for being allowed to display any items of value, the displayer will agree to hold harmless the City of Appleton for any damage or loss to the items. This agreement is contained in the library's waiver form signed by the displayer prior to the items being displayed.~~
- ~~14.~~ ~~The library reserves the right to remove/discontinue a display at any time.~~

~~12/2015~~

2/12; 2/16

## DISPLAY POLICY – Draft

Display space is available at the Appleton Public Library (“APL”) as a way to allow the APL and the community to share culture, art, information, history and experiences. The display space is not intended to be used as a platform for expressing one belief or agenda over another. The APL welcomes displays on an equitable and impartial basis. Displays that are not made by the APL do not in any way constitute an endorsement by the APL of a belief or viewpoint.

### General Rules

1. First-Come/First-Served. Display spaces are available on a first-come, first-served basis, and are booked through the Community Partnership Section of the APL.
  - a. If there are multiple requests for a space made at the same time, preference is given to the APL and APL co-sponsored displays. Secondary preference shall be given to the City of Appleton, other government agencies, and local non-profit/community groups.
2. Impartiality. Display space is provided on an impartial basis, regardless of the beliefs or affiliations of the individual or group requesting space.
3. Intent. The intent of offering display space is for the APL and the community to share culture, art, information, history and experiences and displays and should reflect this intent while also ensuring that the display is appropriate for a wide-range of ages.
4. Inspection. The APL reserves the right to inspect all displays prior to being displayed, and may deny the right to display items that are for commercial purposes, that are not appropriate for a wide-range of ages, or that are illegal, obscene, defamatory or otherwise inappropriate for display at the APL.
5. Frequency. Individuals, groups or organizations may reserve one display space per year and may reserve a display space up to six months in advance.
6. Use of Space. Displays must use the space assigned to them. Displays larger than the display space assigned will require permission from the Library Administration.
7. Sale of Items. Items on display must not be priced for sale. The displayer may leave contact information near the items in the form of a business card or signage with the displayers name and contact information.
  - a. This provision does not include sponsored exhibits or approved art exhibits.
  - b. The Library Director is authorized to make exceptions for the sale of items where an agreed upon portion of the proceeds is donated to the APL, the Friends of the Library, or for the sale of items displayed by program performers.
8. Signage. All displays must have clear signage provided by the displayer explaining the content of the display and must include language stating: “The Appleton Public



Library does not endorse the viewpoint or belief of any display or displayer.” The signage must be approved by library staff.

9. Indemnification. In consideration for being allowed to display items, the displayer must agree to hold harmless the City of Appleton for any damage or loss to the items on display. This agreement is contained in the waiver form that must be signed by the displayer prior to the items being displayed.
10. Disposal of Items. Should a display item be left at the APL more than thirty (30) days after the end of the display period the APL may discard the items.
11. Discontinuation. Both the APL and the displayer reserve the right to discontinue a display at any time and for any reason.
12. Appeal. Should a display be discontinued by the APL, or the right to display be denied by the APL, the displayer may appeal the decision to the Library Board of Trustees.

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Set Up/Take Down. Children’s Services facilitates set up and take down of displays within the Children’s Section. The Community Partnerships Section facilitates set up and take down of displays throughout the rest of the library.

2/12; 2/16

# Appleton Public Library Financial Policy - DRAFT

## Purpose

The Appleton Public Library ("APL") Library Board of Trustees ("library board") establishes this financial policy to ensure fiscal accountability, appropriate use of funds in support of the APL's Library's mission and goals, and compliance with appropriate laws and ordinances and City of Appleton ("city") policies.

## Policy

### 1. Consistency

- a. Library staff ("staff"), while preserving the Library Board's legal prerogatives under Wis. Stats. §§ 43.58(1) and 43.58(2), will keep Library practices in compliance with City of Appleton city policies. ~~fiscal practices and policies.~~
- b. Library's Staff will work with the city's Finance Department staff to ensure that the city's financial Finance Department policies accommodate the library board's Board's responsibility and bring these policies to the library board for approval. ~~authority. Staff will submit policies generated by the Finance Department to the Library Board for approval.~~

### 2. Budget

- a. The Library Board shall establish an annual budget request according to City guidelines the city's Budget Policy. ~~and submit it to the Mayor and City Finance Department for inclusion in the City's executive budget.~~
- b. Staff shall budget revenue funds and associated expenditures as follows:
  - i. Best estimate of revenue, but no associated expenditures for county reimbursements, overdue fines, and Outagamie Waupaca Library System rent.
  - ~~i. Best estimate of revenue, but no associated expenditures for budgeted City General Fund revenue: Outagamie County reimbursements, overdue fines, and Outagamie Waupaca Library System rent.~~
  - ii. Best estimate of revenue, and associated expenditures for revenue based on use: printing/copying, reader-printers, vending machines, and benefitted positions funded by grant awards approved prior to budget.
  - ~~ii. General Fund revenue based on use: Internet printing, photocopiers, reader-printers, and vending machines, and benefitted positions funded via grants or resource library agreement.~~
  - iii. No revenue budgeted, but any revenue realized during the year to be transferred to appropriate spending accounts via budget adjustments: lost and paid materials, resource library agreement funds, memorials, unbudgeted grants received throughout the year, gifts and donations. ~~No revenue budgeted, but any revenue realized, shall to be transferred to appropriate spending accounts per policy: lost and paid materials, resource library agreement funds, grants and donations.~~

c. Staff shall work with the Mayor, ~~City~~ Finance Department, and Common Council ("Council") to seek adoption of the ~~Board's library board's~~ request, reporting any changes or concerns to the ~~Board~~library board.

d. After the budget adoption by the City ~~After budget adoption by the City~~ Council, Library staff will present the adopted budget for the year to the ~~Library~~ ~~b~~Board for review and approval.

~~d.~~The

~~e.~~ The library ~~b~~Board delegates to staff the expenditure of monies, ~~and~~ the development of an annual collection budget to allocate funds available for library materials and development of a Friends of Appleton Public Library ("Friends") grant budget.

~~f.~~e.

~~g.~~ Budget amendments, ~~Budget amendments~~, transfers and new appropriations are subject to the city's Budget and Grants policies. ~~Funds may be transferred between budget lines and between budget programs with the approval of the Library Board. Staff will report transfers under \$15,000 as informational, but the Board may, by majority vote, require any item to be handled as an action item at a subsequent meeting. Transfers of \$15,000 or more between budget programs require approval of the Board Finance Committee and two-thirds of the full Library Board. New library appropriations funded by grants require the approval of the Library Board.~~

f.

~~h.~~ The Any budget adjustment approved by the Library Board will be reported to the ~~Council Finance and Administrative Services Committee as an informational item.~~

~~i.~~ The library ~~bo~~Board's authority over budgeted ~~c~~City funds shall lapse at the end of the calendar year and any budget fund balances shall revert to ~~c~~City authority, subject to ~~c~~City carryover policies and procedures.

~~j.~~g.

### **~~3.~~ Review & Reporting**

~~—A~~On an annual basis, all Library funds, expenditures and revenues will be audited as part of the City's annual audit. Library staff shall report to the Board any notes or communications from the City's auditor regarding the Library.

~~a.~~ Library finances will be also be annually reported annually to the State of Wisconsin as required by the Department of Public Instruction.

### **4.3. Expenditures**

~~a.~~ Staff will ~~Staff will~~ follow the city's Procurement and Contract Management Policy for purchases and processing of payments. ~~review expenditures of budgeted funds and forward approved invoices to City Finance for payment.~~

~~b.a.~~ Library staff will work together with City Finance staff, using City forms and procedures for payment of invoices, and will keep library practices in compliance with City practices and policies while preserving the Library Board's legal prerogatives under Wis. Stat 43.58(1) and 43.58(2).

~~e.~~b. On a monthly basis, staff shall present the bill register, a list of all expenditures, to the library ~~b~~Board for review and approval. Staff will also present a monthly financial report showing the status of all accounts and funds.

#### **5.4. Receipts**

- a. Revenue received~~received as revenue~~ by the Library from overdue fines, rent and utility payments, ~~public printing, copying~~printing/copying, reader-printer copies, vending machine commissions, and ~~Outagamie County payments~~county reimbursements for library service ~~reimbursements from counties for library service~~ will be submitted to the City as general revenue. Non-sufficient fund charges will be submitted to the city as general revenue.
- ~~b. Monies~~ Reimbursements~~received as reimbursements~~ for lost or damaged materials, will be added to the materials budget via budget adjustments to be used to purchase replacement materials. ~~Staff will request 100% carryover of any unexpended lost and paid funds form one year to the next, so that funds shall be used to purchase replacement materials rather than as general revenue.~~ These funds will be eligible for carryover.
- ~~c. b. In the event that patrons are billed for extra charges or surcharges incurred in collecting monies owed to the Library, such as fees for Non-Sufficient Funds, any payments for such charges will not accrue to the Library, but to City Finance as general revenue.~~
- c. Should the library utilize petty cash, staff will implement petty cash procedures consistent with ~~City of Appleton~~city procedures, for use when immediate payment or reimbursement for a purchase or service is required.
- d. Staff will work with the city's Finance Department to ensure appropriate journal entries and necessary budget adjustments are prepared to reflect all additional revenues and expenditures.

~~6. Library staff will track funds available from the Outagamie Waupaca Library System through the Resource Library Agreement, submit a spending plan for approval by the Library Board, and transfer funds to the City as needed for expenditures, consistent with budget transfer policies and procedures.~~

#### **5. Gifts and Donations**

- ~~a. Gifts and Gifts and D~~donations are subject to the library's Gifts and Donations Policy
- ~~b. Funds donated may be allocated according to the wishes of the donor as donations to the Friends, Frank P. Young Scholarship Fund, Memorial Fund for purchase of library materials, or may be undesignated. The Board shall determine the disposition of undesignated donations.~~
- ~~c. All donations to the Library shall be subject to the approval of the Library Board per the Gifts and Policy.~~
- a.
- ~~d. The Library Board may refuse any gift.~~
- ~~e. The Library Board may pay or transfer any gift, bequest, devise, or endowment, or its proceeds, to the City of Appleton; or the Board may pay or transfer the gift, bequest, devise or endowment to the Friends of the Appleton Library.~~

- ~~f. The library reserves the right at all times to dispose of any gift without notification to the donor.~~
- b. Staff will track ~~monies donated~~ donations for the express purpose of purchasing library materials or supporting a specific program. ~~as a "Memorial Fund"~~ The purchase of specifically identified titles or the funding of specifically dictated programs or services with such funds cannot be guaranteed, nor does the donor have the right of approval of titles or services before purchase. However, donors are encouraged to recommend subject or service areas.
- c. ~~and use them only for the purpose for which they have been donated.~~ Staff will request ~~Staff will request 100% carryover of any unexpended Memorial-donated funds from one fiscal year to the next,~~ so that funds shall be used to purchase materials or support programs consistent with donor- ~~wishes rather than as general revenue.~~
- ~~g-d.~~ Any cash found in the ~~L~~Library and unclaimed after 60 days will be ~~added to the Memorial Fund~~ considered donated funds.

## 6. Grants

- a. The library board shall have the right to approve or deny library utilization of grant or contract funds on behalf of the ~~L~~Library by any organization or individual.
- b. Grants received are subject to the city's Grant Policy and approval of the library board.
- c. Friends grants will be administered as follows:
  - i. Friends ~~staff~~ will inform the library in spring of the grant allocation for their upcoming July to June fiscal year.
  - ii. ~~S~~Staff will present a spending plan for Friends' grants to the library board for approval.
  - iii. ~~S~~Staff will provide quarterly reports of grant programs to the library board and Friends board.
  - iv. Friends' staff will provide quarterly disbursements upon receipt of expenditure report.
  - v. Expenditures and receipts will be recorded consistent with city policy and subject to carry over.
  - ~~i. The Board shall have the right to approve or deny library utilization of grant or contract funds on behalf of the Library by external organizations such as the Outagamie Waupaca Library System, or the library's Friends group.~~
  - ~~ii. Grants applied for by staff and received from external sources, such as the state or federal governments, foundations or other funding bodies, are subject to the approval of the Library Board, as provided by statute.~~
  - ~~iii. Whenever possible, staff will present any grant requests over \$500 to the Library Board for approval prior to submitting the request to the funding source. In cases of critical timing, the Board President may authorize such requests, which will be reported at the next Board meeting.~~

- ~~iv. Library staff will work together with City Finance staff to administer any funds received, consistent with Finance policies and conditions of the funding authorities.~~
- ~~v. Grants from the FOAL~~ Grants from the Friends of Appleton Library/Frank P. Young Scholarship Fund shall be made in accordance with the Scholarship Policy.  
~~, as determined by the Board upon recommendation of the Scholarship Committee. The Board may choose not to give an award every year.~~
- ~~vi. Library staff will work together with Finance staff to ensure appropriate journal entries and necessary budget adjustments to reflect these revenues and expenditures.~~
- ~~vii. —~~
- ~~vi.~~

## 7. Disposal of ~~P~~property

- ~~a. a.~~ Withdrawn library materials, materials donated but not added to the collection, and other ~~library~~ computer equipment no longer needed for library services may be given to the Friends for sale in the Friends Book Sale.  
~~The Friends group will sell these materials to raise funds for their projects.~~
- ~~a.~~
- ~~b. b.~~ Other surplus or obsolete supplies or equipment will be disposed of in compliance with the city's Procurement and Contract Management Policy. ~~If another City of Appleton Department expresses an interest in a piece of equipment or other item no longer used by the Appleton Public Library, the Library Director may transfer such items to those departments. Staff will report such transfers to the Library Board.~~
- b. If another library or local nonprofit organization expresses an interest in a piece of equipment or other item no longer used by the Appleton Public Library, the Library Director may negotiate sale or trade of the items for reasonable compensation. Staff will report such transfers to the Library Board. Staff will report to City Finance any funds received as revenue from such sales, for such budget adjustments as the Finance Director agrees are appropriate.

## 8. Review and ~~&~~ Reporting

- a. All library funds, expenditures and revenues will be audited as part of the cCity's annual audit. ~~Library s~~Staff shall report to the ~~Board~~library board any notes or communications from the cCity's auditor regarding the lLibrary.
- ~~e.~~ Library finances will be reported annually to the State of Wisconsin ~~Library finances will be reported annually to the State of Wisconsin's Department of Public Instruction. Unless an item is sold by public auction or competitive bidding, Library-owned supplies and equipment will not be taken by, given to, or sold to any Library or City employee unless a specific exception is granted by the Library Board of Trustees. The Board authorizes employees to purchase items in the Friends book sale on the same basis as the general public. The Code of Ethics Policy requires that employees or volunteers will not obtain, use, or divert Library or City property for personal use and/or benefit.~~
- ~~d.~~ Some library materials and other items no longer needed for library service not wanted by other City departments or agencies may be discarded, Library property may be sold online or at

auction by the city by City Finance, put into eCity storage, donated to a nonprofit agency or educational institution, or otherwise disposed of according to City Procurement Policy and reported accordingly. Library staff will work with the City Purchasing Manager as needed for assistance in determining the most appropriate and beneficial method for disposal of such items, which may depend on several factors including:

- e.—The condition, location and physical characteristics of such items.
- f.—The amount of time, effort, administration and expense required for the method relative to the potential value to be received.
- g.—The public benefits or liabilities associated with the method.
- h.b.

~~-12/-adopted by the Library Board of Trustees, December 5, 1996, revised 12/13/99, 12/11/02, 10/14/04, 11/16/10, 2/2016~~

## **Appleton Public Library Financial Policy - DRAFT**

The Appleton Public Library (“APL”) Board of Trustees (“library board”) establishes this financial policy to ensure fiscal accountability, appropriate use of funds in support of APL’s mission and goals, and compliance with appropriate laws and ordinances and City of Appleton (“city”) policies.

### **1. Consistency**

- a. Library staff (“staff”), while preserving the library board’s legal prerogatives under Wis. Stats. §§ 43.58(1) and 43.58(2), will keep library practices in compliance with city policies.
- b. Staff will work with the city’s Finance Department to ensure that the city’s financial policies accommodate the library board’s responsibility and bring these policies to the library board for approval.

### **2. Budget**

- a. The library board shall establish an annual budget request according to the city’s Budget Policy.
- b. Staff shall budget revenue funds and associated expenditures as follows:
  - i. Best estimate of revenue, but no associated expenditures for county reimbursements, overdue fines, and Outagamie Waupaca Library System rent.
  - ii. Best estimate of revenue, and associated expenditures for revenue based on use: printing/copying, reader-printers, vending machines, and benefitted positions funded by grant awards approved prior to budget.
  - iii. No revenue budgeted, but any revenue realized during the year to be transferred to appropriate spending accounts via budget adjustments: lost and paid materials, resource library agreement funds, memorials, unbudgeted grants received throughout the year, gifts and donations.”
- c. Staff shall work with the Mayor, Finance Department, and Common Council (“Council”) to seek adoption of the library board’s request, reporting any changes or concerns to the library board.
- d. After the budget adoption by the City Council, staff will present the adopted budget for the year to the library board for review and approval.
- e. The library board delegates to staff the expenditure of monies, the development of an annual collection budget to allocate funds available for library materials and development of a Friends of Appleton Public Library (“Friends”) grant budget.
- f. Budget amendments, transfers and new appropriations are subject to the city’s Budget and Grants policies.
- g. The library board's authority over budgeted city funds shall lapse at the end of the calendar year and any budget fund balances shall revert to city authority, subject to city carryover policies and procedures.



### **3. Expenditures**

- a. Staff will follow the city's Procurement and Contract Management Policy for purchases and processing of payments.
- b. On a monthly basis, staff shall present the bill register, a list of all expenditures, to the library board for review and approval. Staff will also present a monthly financial report showing the status of all accounts and funds.

### **4. Receipts**

- a. Revenue received by the library from overdue fines, rent and utility payments, printing/copying, reader-printer copies, vending machine commissions, and county reimbursements for library service will be submitted to the city as general revenue. Non-sufficient fund charges will be submitted to the city as general revenue.
- b. Reimbursements for lost or damaged materials will be added to the materials budget via budget adjustments to be used to purchase replacement materials. These funds will be eligible for carryover.
- c. Should the library utilize petty cash, staff will implement petty cash procedures consistent with city procedures, for use when immediate payment or reimbursement for a purchase or service is required.
- d. Staff will work with the city's Finance Department to ensure appropriate journal entries and necessary budget adjustments are prepared to reflect all additional revenues and expenditures.

### **5. Gifts and Donations**

- a. Gifts and donations are subject to the library's Gifts and Donations Policy
- b. Staff will track donations for the express purpose of purchasing library materials or supporting a specific program. The purchase of specifically identified titles or the funding of specifically dictated programs or services with such funds cannot be guaranteed, nor does the donor have the right of approval of titles or services before purchase. However, donors are encouraged to recommend subject or service areas.
- c. Staff will request carryover of any unexpended donated funds, so that funds shall be used to purchase materials or support programs consistent with donor wishes.
- d. Any cash found in the library and unclaimed after 60 days will be considered donated funds.

### **6. Grants**

- a. The library board shall have the right to approve or deny library utilization of grant or contract funds on behalf of the library by any organization or individual.

- b. Grants received are subject to the city's Grant Policy and approval of the library board.
- c. Friends grants will be administered as follows:
  - i. Friends will inform the library in spring of the grant allocation for their upcoming July to June fiscal year.
  - ii. Staff will present a spending plan for Friends' grants to the library board for approval.
  - iii. Staff will provide quarterly reports of grant programs to the library board and Friends board.
  - iv. Friends staff will provide quarterly disbursements upon receipt of expenditure report.
  - v. Expenditures and receipts will be recorded consistent with city policy and subject to carry over.
  - vi. Grants from the Friends of Appleton Library/Frank P. Young Scholarship Fund shall be made in accordance with the Scholarship Policy.

## **7. Disposal of Property**

- a. Withdrawn library materials, materials donated but not added to the collection, and other computer equipment no longer needed for library services may be given to the Friends for sale in the Friends Book Sale.
- b. Other surplus or obsolete supplies or equipment will be disposed of in compliance with the city's Procurement and Contract Management Policy.

## **8. Review and Reporting**

- a. All library funds, expenditures and revenues will be audited as part of the city's annual audit. Staff shall report to the library board any notes or communications from the city's auditor regarding the library.
- b. Library finances will be reported annually to the State of Wisconsin's Department of Public Instruction.

-12/96, 12/99, 12/02, 10/04, 11/10, 2/2016



## **Wisconsin Library Association State Legislative Agenda 2016**

### **Legislative Policy Statements**

#### **The Wisconsin Library Association affirms that:**

- Wisconsin residents value and use libraries for education, business, cultural, and recreational purposes.
- Libraries contribute to the quality of life for Wisconsin residents by providing lifelong learning opportunities.
- Libraries support children and families with early literacy and reading readiness programs.
- Libraries play a key role in independent learning, and both classroom and home based education.
- Library information resources and statewide knowledge network contribute to the state's economic growth, business planning, career development and job seekers.
- Libraries deliver high value at low cost through regional and statewide resource sharing.
- Librarians provide Wisconsin residents with the essential information services they need to succeed at school, at work and in their personal lives.

#### **The Wisconsin Library Association supports state legislative policy that:**

- Ensures all Wisconsin residents have the broadest possible access to information resources and materials.
- Preserves the fundamental principle of publicly-funded free and open access to library materials and services first established by Wisconsin law in 1872.
- Ensures privacy in the use of library materials and services.
- Supports the development of print collections, learning tools and digital resources for libraries of all types.
- Broadens the availability of communications technology for educational and information resources.
- Promotes regional and statewide sharing of library and information resources.
- Provides robust affordable broadband networks for all Wisconsin residents to access technology.
- Supports strong statewide leadership for library development and cooperation.
- Supports sustainable funding of public libraries and public library systems by local governments, counties and the state.
- Provides incentives for library system collaboration and supports policies that encourage reorganizing and consolidating to improve service and increase efficiency and effectiveness.

#### **The Wisconsin Library Association opposes state legislative policy that:**

- Restricts access by Wisconsin residents to information resources and materials.
- Affects local and state taxing options in ways that could have an adverse effect on libraries.
- Intrudes on the privacy of library users.
- Interferes with the right of local public library boards to independently determine local library policy, staffing and services based on community standards and needs.

## **The Wisconsin Library Association supports the following legislative priorities:**

### **Legislative positions that enhance all Wisconsin libraries:**

- Endorsement of publicly-funded free and open access to library materials for all Wisconsin citizens
- Use of the Universal Service Fund for expanded BadgerLink resources and other statewide library services.
- Sufficient, coordinated and affordable networking and Internet access
- Enhanced support for collaborative delivery of library materials, shared on-line catalogs and electronic databases and other services offered to all Wisconsin Residents through regional public library systems.
- Support of traditional service levels for statewide resource contracts: Wisconsin Talking Book and Braille Library, Cooperative Children's Book Center, and inter-loan from the Milwaukee Public Library and the University of Wisconsin collections
- Sustained support for the Wisconsin State Law Library and the Milwaukee County and Dane County Legal Resource Libraries.
- Access to government publications and documents

### **Legislative positions that enhance Wisconsin public libraries:**

- Restoration of public library systems aids to 2010 level
- Funding that provides citizen access to electronically published materials on a wide range of subjects from home, work or school
- Increase allowable revenue limits and transportation aid for local governments to enable sustained and stable support for all Wisconsin public libraries regardless of size or location

### **Legislative positions that enhance Wisconsin publicly supported academic libraries:**

- Robust funding for the UW System libraries to enable them to support research, teaching and learning on their campuses
- Full funding for the Wisconsin Historical Society Library
- Additional funding for shared electronic library collections that support research and advanced study across the UW System

### **Legislative positions that enhance Wisconsin school and institutional libraries:**

- Appropriate use of the Common School Fund for strong school library programs under the guidance of certified school library media professionals
- Updated recommendations for school library media center resources and physical design
- Employment of school library media specialist and appropriate support staff in every school
- Employment of instructional technology professional and appropriate support staff in every school
- Extend the protective status provided to correctional institution officers and sergeants to civilian staff (librarians, teachers, social and health care workers)



## **Return of Library Materials SB466/AB609**

Contact: Plumer Lovelace, Executive Director  
608.245.3640 or 608.235.8887 (cell)  
or [lovelace@wisconsinlibraries.org](mailto:lovelace@wisconsinlibraries.org)

This bill will revise WI Statutes Ch 43.30 to make it clear that public libraries may share limited information with appropriate third parties for the express purpose of retrieving overdue library materials or collecting replacement costs for lost library materials.

The Wisconsin Library Association (WLA) has endorsed this bill in support of local library boards protecting the community assets of their libraries. WLA supports this bill because:

- Librarians are frugal and attentive guardians of the public's assets.
- Libraries respect and protect the privacy rights of citizens who utilize library services and resources.
- This bill strikes the proper balance between patron privacy and the protection of public assets while providing libraries with clear statutory support.
- Information to be disclosed is limited to the individual's name, contact information, amount owed and the number and types of overdue materials (NOT the titles of the materials)
- The legislation is enabling, not mandatory. No library board will be obligated to contract with a collection agency. No law enforcement agency will be obligated to retrieve library materials or collect amounts owed for lost items.
- The bill is directed at return of materials and replacement costs, not ordinary "nickel and dime" library fines.

More than 50 Wisconsin libraries contract with Unique Management Service and its Library Division, which uses a soft but effective approach with delinquent borrowers. For example, over the past twelve years the Eau Claire Public Library has recovered \$353,672 for materials purchased with local tax dollars, at a cost of \$72,870 in management fees, demonstrating a five to one return on investment.

It is expected that local communities choosing to use some variant of law enforcement assistance would craft mutual agreements that take both the library board/library policies and municipal or county law enforcement policies into account. In other words, it's ultimately a matter of local control, with both parties participating in constructing and implementing a policy that fits the community.

**Please support SB466/AB609 to ensure that local library boards can use effective means to get library materials returned for public use. Thank you!**

# **2016 Appleton Public Library Objectives**

## **SECTION OBJECTIVES**

The following framework was developed by the Director and Assistant Director to inform the objectives process:

### **Purpose:**

To create tangible and preferably measurable objectives for each Section to accomplish in the next 3 years.

- Objectives must specifically support APL's Strategic Plan.
- Objectives will be used to build goals for staff every spring.
- Objectives will be reviewed on an annual basis.
- Objectives will be used to set a course forward towards 21<sup>st</sup> Century Library Services.

### **Section Meetings**

- Series of 3 meetings with each Section
- First Meeting
  - Before meeting, Supervisors will ask staff to think about what their focus should be in the next 3 years – there should be no concern at this point whether it is measurable or not
  - At meeting, section staff will brainstorm together, offering ideas of what their various areas of focus should be
  - Ideas will be typed up and shared with group
- Second Meeting
  - Before meeting, staff should review brainstormed ideas
  - At meeting, section staff will refine the ideas down to themes and work to make them measurable and obtainable. Larger ideas will be fit to the timeframe and broken into smaller steps.
  - Draft objectives will be typed up and shared with group and with Colleen
- Third Meeting
  - Before meeting, staff should review draft objectives
  - At meeting, discussion about whether anything needs to be added. If so, it should be written at this meeting.
  - Colleen's input will be incorporated into the objectives at this meeting.
  - Time frame will be the focus at this meeting, making sure that the objectives span the entire time, rather than being grouped at the beginning or end.

## **Communication**

Using Slack as a collaborative space, all of the brainstormed ideas and drafts from the sections will be shared with the Supervisor Team

This should be used to inspire new collaborations across Sections, shared objectives that will strengthen the library's approach, and create an understanding of how projects bridge different areas of the library.

## **Using the Objectives**

- Objectives will be used as the basis for goals for 2016.
- Objectives could be a part of a 2016 staff meeting so that all sections understand the focus moving forward.
- Objectives will be used with new staff to have them more easily understand the focus of their section.

## **Evaluation and Review**

Objectives will be reviewed annually and the process will be repeated with review as the first step and then incorporation of new ideas and approaches.

The goal is to have a living document that is flexible to allow for new opportunities and offers a foundation from which to build new services and programs

## **ADMINISTRATION**

### **Marketing and Communication**

In 2016, finalize a Comprehensive Marketing Plan.

In 2017, focus on improving internal communications for both the library itself and its governing bodies.

In 2018, review and update the Comprehensive Marketing Plan with input from the Board of Trustees on the strategic direction of the library.

### **Collaboration**

In 2016, facilitate connections with community organizations, regional libraries and other resources.

In 2017, maximize the use of volunteers and other in-house resources.

In 2018, review and identify needs and opportunities in the community, refocusing the use of in-house resources and connections.

### **Sustainable Organization**

In 2016, streamline the Friends of the Appleton Library granting process.

In 2017, incorporate information and results from system and state studies into library policies and operations.

In 2018, review internal measures for safety and security.



# **CHILDREN'S SERVICES**

## **Improved Services**

### **Focus on underserved populations**

In 2016, Children's Services staff will identify populations who are being underserved, including assessing if there are internal processes that may be inadvertently creating barriers.

In 2017, Children's Services staff will develop ways to reach those populations and remove identified barriers from service.

In 2018, Children's Services staff will evaluate progress to reaching underserved populations, examine changes in demographics, and assess new ways to reach populations.

### **Social and emotional focus**

In 2016, Children's Services staff will receive training on incorporating social and emotional aspects in children's programming and services.

In 2017, Children's Services staff will implement social and emotional aspects into their programs and services.

In 2018, Children's Services staff examine the success of implementing social and emotional aspects into their programs and services and recommend changes moving forward.

## **Technology and Maker**

### **Implement a makerspace**

In 2016, Children's Services will work to define and set a scope for a pop-up makerspace.

In 2017, Children's Services will implement the makerspace, tracking usage of equipment to inform future development.

In 2018, Children's Services will examine the success of the pop-up makerspace and recommend changes moving forward.

### **Implement online summer library program**

In 2016, the Summer Library Program will incorporate READSquared, an online platform.

In 2017, the marketing and implementation of READSquared will be reviewed and adjusted as needed.

In 2018, Children's Services staff will review the success of READSquared for number of participants, ongoing costs, and public reaction.

## **Media mentorship**

In 2016, Children's Services staff will review resources and research on the appropriate use of technology and apps with children of various ages.

In 2017, Children's Services staff will build an app collection that will be integrated into programs and services throughout the Section.

In 2018, Children's Services staff will all be trained in the appropriate use and modeling of using apps and technology with children. All staff will be expected to answer apps and technology questions as they do those for physical materials.

## **Collaboration**

### **Increase collaboration with non-profits**

In 2016, Children's Services staff will identify new opportunities for collaboration with organizations in the community with an emphasis on showing the library in a different and modern light.

In 2017, Children's Services staff will engage in new opportunities for collaboration which show the public the new, modern APL.

In 2018, Children's Services staff will review these new collaborations and identify further opportunities to explore.

### **Build relationships with existing partners**

In 2016, Children's Services staff will work with partners in Appleton Ready to Read to encourage referrals to APL.

In 2017, Children's Services staff will work with clinics and physicians in the Reach Out and Read program to encourage referrals to APL.

In 2018, Children's Services staff will review progress made towards referrals becoming a more natural part of our partnership with clinics and organizations.

# **COMMUNITY PARTNERSHIPS**

## **Engagement**

### **Meet new adults where they are:**

In 2016, the Community Partnerships supervisor and staff utilize Sierra in the Wild.

In 2017, Community Partnerships staff will explore and implement additional passive programs for new adults, offering and encouraging additional participation in library offerings.

In 2018, Community Partnerships staff will explore and implement Programs in a Box, a way for families and new adults to participate in library programming without attending a fixed program.

### **Focus on collaborations:**

In 2016, the Community Partnerships supervisor will work on a template for various degrees of collaboration with an organization, identifying the library's role as well as the organization's, to foster better communication and clearer structure.

In 2017, the Community Partnerships supervisor will work with staff to evaluate collaborations with organizations.

In 2018, the Community Partnerships supervisor will review and evaluate template for effectiveness.

### **Implement Pro-Active Customer Service:**

In 2016, Community Partnerships Staff will draft a plan to create additional flexibility and mobility for service on the Second Floor and Reference Desk.

In 2017, Community Partnerships Staff will work with Network Services and OWLS to draft a recommendation for technology to use in testing options for more mobile staff.

In 2018, Community Partnerships Staff will finish testing options for flexible and mobile staff and pilot a recommended technology and new service plan at the Reference Desk.

## **Diversity**

### **Explore Multicultural Opportunities:**

In 2016, Community Partnerships staff will enhance the Hispanic and Asian heritage events at the library.

In 2017, the Community Partnerships supervisor will form a strong connection with the overall diversity community in the Fox Cities.

In 2018, these events will be examined for community impact, including intentional communication with members of these communities for enhancements and changes.

**Increase Intergenerational Offerings and Opportunities:**

In 2016, Community Partnerships staff will work with Marketing to implement ways for patrons to better identify intergenerational programs on our website and in print collateral.

In 2017, Community Partnerships staff will evaluate the success of intergenerational programs.

In 2018, Community Partnerships staff will strengthen intergenerational programming.

**Comprehensively Address Homelessness and Poverty:**

In 2016, Community Partnerships staff will identify organizations and community efforts to allow APL to better address the needs of people experiencing homelessness and poverty in our community.

In 2017, Community Partnerships will work with the identified organizations and efforts to adapt and inform APL's response to this community need.

In 2018, Community Partnerships will implement their new approaches to work with patrons experiencing homelessness and poverty.

**E-Branch****Continue Digitization of Local History Materials:**

In 2016, the Local History Librarian will identify opportunities for additional digitization.

In 2017, Community Partnerships will digitize at least one additional item.

In 2018, Community Partnerships will explore a more visual interface to the digital collections.

**Design and Implement a Makerspace:**

In 2016, Community Partnerships will work to define and set a scope for a pop-up makerspace.

In 2017, Community Partnerships will implement the makerspace.

In 2018, Community Partnerships will examine the success of the pop-up makerspace and recommend changes moving forward.

**Implement Online Updates:**

In 2016, the Summer Library Program will incorporate READSquared, an online platform.

In 2017, on-demand printing of tax forms will be explored as an alternative or in addition to paper forms.

In 2018, a new platform for local databases will be explored and implemented.

## **MATERIALS MANAGEMENT - TECH**

### **Workflow and Cross-Training**

#### **Deliveries and volunteer workflow:**

In 2016, the Materials Management Supervisor will work with Admin to ensure that volunteer badges function consistently on the Tech door.

In 2017, the Technical Services staff will review their physical space for its impact on workflow as part of the installation of new furniture and cubicles.

In 2018, the Materials Management Supervisor will work with Admin to explore the option of a buzzer for the Tech door to allow remote unlocking.

#### **Staff workflow:**

In 2016, the Technical Services Staff will map and review their current workflow, including identifying areas of inefficiency to be addressed.

In 2017, the Technical Services Staff will draft recommendations for automating more of their workflow.

In 2018, the Materials Management Supervisor will work with OWLS and Admin to review the cataloging workflow between the two organizations.

#### **Cross-training:**

In 2016, the Technical Services Staff will map the flow of materials in their Section.

In 2017, the Materials Management Supervisor will create cross-training opportunities for members of the Technical Services Staff.

In 2018, the Technical Services Staff will review the cross-training and implement further training as needed.

#### **Collections:**

In 2016, the Materials Management Supervisor will work with supervisors of other sections to identify collections that need reorganization or other attention.

In 2017, the Materials Management Supervisor will create work plans to address these identified needs.

In 2018, the Materials Management Supervisor will work with section staff to put work plans into action.

## **Bib Records and Authority Work**

### **Addressing authority issues in the catalog:**

In 2016, the Catalogers will explore companies who work on authority issues and get pricing information.

In 2017, the Catalogers will map their current authority workflow.

In 2018, the Catalogers will present recommendations to OWLS and APL on how to improve authority issues in the catalog.

### **Improving bib records:**

In 2016, the Catalogers will review the criteria for “good” bib records and communicate that to the Acquisitions Staff to allow them to better select and/or enhance bib records.

In 2017, the Technical Services Staff will review the use of load tables and global updates to address poor bib records in the catalog.

In 2018, the Technical Services Staff will implement additional tools to improve bib records in the catalog.

## **MATERIALS MANAGEMENT – RETURNS**

### **Disc Repair:**

In 2016, Returns Staff will work with their supervisors to draft a procedure to better identify when to repair discs from other libraries.

In 2017, the Materials Management Supervisor will review new machines for disc repair and recommend potential purchases to address workflow issues.

In 2018, APL will work with OWLSNet to address disc repair issues of system materials.

### **Shelving:**

In 2016, Returns Staff will identify physical shelving issues, focusing on how to positively impact patron experience in the library.

In 2017, the Materials Management Supervisor will work with staff to create a plan to prioritize and address shelving issues with an emphasis on low-cost and high-impact solutions that directly improve customer experience.

In 2018, Administration and Materials Management will work together to examine larger shelving issues and how they can be addressed.

## **NETWORK SERVICES**

### **Equipment:**

During 2016, the library's wifi system will be upgraded to allow better service to our patrons using technology.

By 2017, the library's staff and public computers will be upgraded to Windows 10.

By 2018, the library's meeting room equipment will be updated, including the LED projector and the sound system.

### **Innovation:**

By the end of 2016, wireless printing will be expanded to laptops and devices brought in by patrons.

By 2017, the Technology Committee will explore mobile computing trends and changes, including the creation of a mobile-friendly website.

By 2018, a survey of public computing, including number of computers and layout of work areas will be completed with recommendations for updates.

### **Supporting Staff:**

By the end of 2016, an online help desk system will be explored and potentially implemented to track help desk jobs.

By 2017, the library's staff will be trained to use Windows 10.

By 2018, the Network Services Staff will expand training for new and existing staff.

# **OPERATIONS**

## **Facility**

### **Streamline meeting room set up**

In 2016, Business Manager will work with Section Supervisors and Administrative Assistant to create standards for entries in Evanced, including potentially more meeting room set ups to choose from.

In 2017, hold staff training in sections to instruct staff on the new expectations for booking meeting rooms.

In 2018, Business Manager will meet with Operations Staff and Section Supervisors to review any issues or changes needed to the standards.

### **Review equipment and safety needs**

In 2016, Operations Staff will work to identify equipment needs, and price and prioritize them into a recommendation.

In 2017, Business Manager will implement the recommendation.

In 2018, Operations Staff will review recommendations and update as needed.

### **Review winter processes**

In 2016, Operations Staff will identify issues that arise with winter, including snow removal, air handlers and the catwalk.

In 2017, Business Manager and Operations Staff will find solutions to issues identified in the previous year and begin to implement solutions.

In 2018, Business Manager will fully implement solutions.

## **Services to Patrons**

### **Handling difficult situations**

In 2016, Operations Staff will receive training in working with children.

In 2017, Operations Staff will identify a more private way to communicate between one another and with the LiC in difficult situations with patrons.

In 2018, Operations Staff will identify any additional training which would help with their handling situations.



# **PUBLIC SERVICES**

## **Improve Equipment and Services**

### **Accept debit and credit cards for fines and printing**

In 2016, Public Services Supervisor will work with City Finance Department to better understand implementation timeline and express APL's interest in taking debit and credit cards

In 2016, Public Services Supervisor will work with OWLS staff and Network Services to identify and remedy any issues with accepting credit cards in Sierra and other services

During 2017, Public Services Supervisor will actively monitor the progress of credit and debit cards in the City, working with both the City and OWLS to promptly implement the service once available

By 2018, Public Services will accept debit and credit cards for fines, printing and other applicable services

### **Improve consistency in training on equipment and technology**

In 2016, Public Services Supervisor will identify needs for additional or supporting training for staff on equipment and technology, including a clear list of expectations for staff to meet in the coming years

In 2017, all staff working public desks will be expected to attend training on equipment, both old and new, to improve their ability to help patrons

By 2018, all staff working public desks will be able to help patrons on all equipment and technology at a basic level with specific staff identified as those who are experts on a given piece of technology or equipment

### **Improve phone system**

In 2016, Public Services Supervisor will work with library staff to survey all issues with phones at APL service desks

In 2017, Public Services Supervisor will work with City IT to create a timeline for implementation of fixes for issues identified in survey

By 2018, service desk phones will be user-friendly for patrons, resulting in better customer service

## **Inclusive Services**

### **Focus on diversity and language skills in staffing and training**

In 2016, Public Services Staff will be trained on websites for translation to use at the service desk with non-English speakers

In 2017, Public Services Supervisor will work with City HR to develop approaches to hiring which will allow the Public Services Section to have necessary language skills as well as better represent the community we serve

In 2018, Public Services will develop a services plan that will focus on better service to diverse populations in our community

### **Select materials to support and appeal to diverse populations in our community**

In 2016, Public Services Staff will work with Materials Management to identify collection needs to better serve our diverse community

In 2017, Public Services Staff will use the collection needs as a guide for purchasing as well as building new collections for adults

In 2018, Public Services Staff will work with Materials Management to update the collection needs and use the updated needs as a guide for further collection development

### **Increase diversity training for Public Services Staff**

In 2016, Public Services Staff will identify opportunities for growth in understanding our diverse community

In 2016, one member of the Public Services Staff will serve on the Staff Training Committee and share these identified needs as potential trainings for all staff

In 2017, benefitted Public Services Staff will attend at least one training that is focused on a diverse population

In 2018, Public Services Staff will update the opportunities list and use it to create training both for the entire staff and the section

## **Staff Mobility and Flexibility**

### **Explore technology to mobilize staff**

In 2016, Public Services Staff will draft a plan to create additional flexibility and mobility for desk staff, including the Information and Circulation Desks

In 2017, Public Services Staff will work with Network Services and OWLS to draft a recommendation for technology to use in testing options for more mobile staff

In 2018, Public Services Staff will finish testing options for mobile staff and will implement a recommended technology at both the Circulation and Information Desks

**Examine new ways to position service desks to better serve patrons**

In 2016, the Public Services Supervisor will work with the Administration and the Business Manager to propose changes to the circulation service model

In 2017, the Circulation Desk and Self Checks will be reconfigured to create a flexible space that is more welcoming for patrons with an emphasis on low-cost solutions

By 2018, Public Services Staff will be out from behind the service desk they are working for 25% of their shift

**Explore ways to support outreach to the community**

In 2016, Public Services Staff receive training on the implementation of Sierra in the Wild

In 2017, Public Services Staff will provide circulation and library card help to outreach staff who are working large events

In 2018, Public Services Staff will expand the number of events where they provide circulation and library card help by 50%