

# BadgerLink Advisory Group - November 2024

## Meeting Summary

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

Tom Carson, W. J. Niederkorn Library

Joe Hardenbrook, Carroll University

### **Not Present:**

Toni Heinowski, Muskego-Norway School District

Tom Reich, UW Stevens Point (retired)

Neeyati Shah, Madison Public Library

Stephanie Snyder, Bay View High School (MPS)

### **DPI Staff Present:**

Jen Champoux

Ben Miller

Elizabeth Neuman

The November 2024 BadgerLink Advisory Group meeting was held virtually, with two members in attendance.

## Updates

After a brief icebreaker, DPI Staff reflected on recent training sessions, new promotional materials, and the WLA Conference. Staff also provided a review of usage data trends from the past few years. Members in attendance shared their reactions to the data and provided additional insight into potential reasons for the trends.

## Discussion

The group described how their library has incorporated, or plans to incorporate, the new resources. They found agreement on the importance of promoting individual resources through the library's website and in training both staff and users, and have seen a positive response to the newer content so far. The group also talked about the pros and cons of an in-person, day-long professional learning/training event, similar to one provided by the Minnesota equivalent of BadgerLink. Consensus was the idea is good in theory, but unlikely to be well attended. The group did a final review of the learning objectives for the upcoming Advisory Group cohort and agreed it felt like a well thought-out plan. One suggestion was to incorporate marketing and outreach in every meeting, and consider a SWOT analysis of BadgerLink.

## Next Steps

This was the final meeting of the group. Recruitment for new members is in progress and selection will be announced in January 2025. Members were thanked for their participation!