

BadgerLink Advisory Group -April 2023

Meeting Summary

BadgerLink Advisory Group Members Present:

Marie Bonde, Lester Public Library
Tom Carson, W. J. Niederkorn Library
Joe Hardenbrook, Carroll University
Tom Reich, UW Stevens Point
Sara Schoepke, Waterford Graded School District
Stephanie Snyder, Bay View High School (MPS)

Not Present:

Toni Heinowski, Muskego Norway School District
Neeeyati Shah, Madison Public Library

DPI Staff Present:

Jen Champoux
Ben Miller
Elizabeth Neuman

The April 2023 BadgerLink Advisory Group meeting was held virtually, with the majority of members in attendance. The spring meeting focused on introducing BadgerLink to new and diverse audiences through review of two existing outreach methods and discussion of additional solutions or activities.

What Is BadgerLink Video

Prior to reviewing the What Is BadgerLink videos (both current and revised versions) as well as two examples from other states, members were asked to share their brief BadgerLink elevator pitch in the chat. These were then read aloud and reflected upon while viewing the videos. After viewing the videos as a group, each member shared their reflections on the current video and ideas for improvements of the revised version.

BadgerLink Stories

After a brief break, the group reviewed BadgerLink Stories, and considered the intent, potential improvements, and any relationships between the Stories and any similar activities occurring at member institutions. The group agreed they were a worthwhile activity to continue developing, and noted a preference for shorter length and images to support the text. Ideas for expanding the voices were provided, as well as suggestions to align Stories with the updated What is BadgerLink video for greater impact. Comments regarding the display of Stories on the website were also provided.

Members also discussed other solutions or activities to help reach new and diverse audiences.

Next Steps

DPI staff will update the What is BadgerLink video based on member feedback. When finalized, the video will be posted on the BadgerLink website homepage and shared to the community for placement on other websites to help boost awareness. Staff will also edit the BadgerLink Share Your Story online form to improve the information gathering process and consider ways to improve the visibility of Stories, including potential placement on the homepage. Members were tasked with writing a BadgerLink Story.