

UUGI Report

March 5th—9th, Debby, Steve and Laurie attended the Unicorn Users Group International conference in Nashville, TN. During that time, we were able to attend 43 sessions and meetings. Some of the highlights of the sessions are included in mini-reports below. If anyone has specific questions about any of the sessions, please feel free to contact us for more details.

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Portal Usability – the “Eyes” Have It

InfoOhio, the Information Network for Ohio Schools, recently launched a pilot project involving SirsiDynix Rooms at the Shaker Heights City School District. School Rooms is a multimedia portal for K-12 students that provides one stop access to the library catalog, databases, web searches, as well as teacher-selected content. To ensure a user-friendly design, SirsiDynix is partnering with Kent State University’s School of Library and Information Science to conduct usability testing with students, educators and parents. Dr. Greg Byerly, Associate Professor at Kent State University, has been the lead investigator responsible for measuring the usability of Rooms. Testing was done in the schools and involved students in grades 2, 4, 5, 6, 8, 9, and 10. More than 1000 students, 23 teachers, and parents participated. What was most interesting about this usability testing is that not only were users queried about the experience as they were using Rooms, several computers were equipped with eye tracking devices so that researchers can evaluate what users are looking at on the screen. Preliminary results are intriguing and could have significant impact on the layout of web interfaces and library portals. ~ Debby

Forgot Your PIN? We Can Help!

Laurie and Debby both attended this session presented by staff from LOUIS, the Louisiana Library Network. Central site staff developed the ability for patron’s to request their pin’s online and have the system send them a response without staff intervention. We were intrigued with this possibility and will be working on a similar implementation at SAILS if it is possible. There are differences in terms of set up and staffing that may make this difficult. Steve and Laurie are working on getting the script to work which would email the patron their PIN. The email would go to the address in their record. We’re having trouble getting some of the things right for our system, but we’re getting closer. This would save a ton of time for our staff and give the users what they want – an immediate response. The way this worked at the library giving the presentation was the form to request the PIN was located in iBistro, under “My Account”. This seemed silly for our setup, since they’d already need to know their PIN to get to their account. We’re going to make the form on the SAILS web page, off the login page. This will be available for libraries to link to as well, if you’re offering a login to iBistro on your website. ~ Debby & Laurie

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Credit Card Interface to Workflows

This presentation was about how Tacoma Public Library created an interface in Workflows to enable them to accept Credit Card payments. By the time the speaker was done, I determined this was too much trouble for too little return. Until SirsiDynix incorporates this into its staff client doing this in-house is too problematic. The company did announce the ability to offer patrons to use credit cards to pay for fines in iBistro but it hasn't been tested in a consortial environment. ~ Debby



What's New with SirsiDynix Education Services

One of the outcomes of the merger of Sirsi Dynix has been the company's ability to offer customers of both companies services that were not available before. Sirsi had an Educational Service division but with very limited distance offerings. Dynix had developed a very comprehensive distance learning division so now Educational Services are being offered out of Provo. The manager of Educational Services provided an overview of the types of distance learning available as well as how to order training. This option looks as though it may have some potential for SAILS since we don't have a staff person whose sole responsibility is training and we will be investigating this service further. ~ Debby

Recognizing Opportunities & Building Relationships – Patricia Martin

This was a great session (part of the Exec. Conference), and really gave concrete examples of how libraries can seek corporate sponsorships for events and projects. Her book is called "Made Possible By: Succeeding with Sponsorship" 0787965022 (isbn). She gave insight on how libraries were perceived by the corporate world and how they want to use us and our knowledge and authority.

One of the more interesting points she made was that we, as a society, are going through a "rengen" – the Renaissance Generation, which is also the name of her next book. She says that 64% of people now read for pleasure. This is a very new phenomenon and one that should be listened to. She also said if you can understand customers, show them you do, they'll buy your product. What libraries know about knowledge is of value. We're the "knowledge franchise"! The small business markets that Google, etc. wants to sell to – we're their medium. Use that to get sponsorships from local banks, chambers, yahoo, google. Get them to promote speaker series, etc.

These are 3 things to add to your "to do list".

1. Get visual – we're competing w/ culture so get things to look hot – ask for help from local ad agency.

2. Get a vision – she gave the example of Gloria Steinem – came up with simple idea to bring your daughter to work day and only had 7 people helping her. See what it grew into.

3. Get new friends – Rotary, mayor, alumni – get someone to go with to introduce you to these people if you're uncomfortable. Get a buddy.

You need clout, community & cash – supplement, not make up for tax \$, but for the extras.

Congressmen & senators don't care about libraries – they're not money makers, but the business community is, so if you partner with them, you'll get the reps on board too.

She left with the message that this is hard stuff.

Jenny Levine talks about Patricia Martin and when she spoke at the OCLC Extreme Makeover symposium. –

http://www.theshiftedlibrarian.com/archives/2006/01/20/20060120_oclc_symposium_extreme_makeover_rebranding_an_industry.html ~ Laurie

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Engaging our Communities - Jenny Levine & Aaron Schmidt

Jenny was interesting, but Aaron from the [Thomas Ford Memorial Library](#) was really good. He talked about using AIM for reference and how they created a local history project as a blog and get comments from their patrons and people in the community about the places they have in the project. Someone's grandfather used to live in one of the houses and someone else used to live in the house and they all had something interesting to contribute to the topic.

The good thing about IM is that the local community is being served. Many of the online reference services use people from across the country, so you're patrons aren't necessarily being answered by you. If you become their buddy, people will ask you questions if they feel they can trust you. They tally incoming questions with hash marks, same as they do for traditional reference questions.

He also recommended creating a Myspace account and taking advantage of their features such as their calendar and blog options. ~ Laurie

Managing Your Network Traffic with LiveNetwork

This session was conducted by Tim Hyde of SIRSI. The focus was on monitoring network Bandwidth (the library internet connection). Without a product such as LiveNetwork it is possible for a patron downloading large files such as music or videos on a PAC to cause the library staff computers slowness in Workflows. With LiveNetwork you are able to configure the "critical applications" such as Workflows and iBistro and give them more of a priority over patrons using the internet. A library that is experiencing internet slowness may think that a faster internet connection is needed when in fact they may just need a product such as LiveNetwork. This product is a physical device which would be connected to the library telecom equipment. It also handles Viruses, Spyware, Instant messages, and it can block certain web resources. ~Steve

Authenticating Wireless Users Against a Unicorn Patron Database

Kurt Hadelar of the White Plains Public Library in New York presented this session. Kurt talked about the m0n0wall software and how he configured it in a way that patrons with their own laptops would need to enter their library card number and birth year in order to use the Library Internet Connection. In order for a patron to use their Library Internet Connection their library card has to be in good standing.

Kurt was able to write a script that extracts Patron barcodes from the Sirsi Unicorn Server and then import them into another server that would authenticate Wireless Patrons. He set the script to run automatically every 15 minutes in order for newly registered patrons to utilize the wireless services. Having the patrons authenticate allowed Kurt the ability to run usage reports in order to see how many patrons were taking advantage of the wireless internet service.

For libraries looking to restrict wireless internet service based on a patrons library card number or profile class then this is the cheapest way to go. The Bluesocket device that many of you may have heard of does the same thing as m0n0wall and is much more expensive. The m0n0wall software is free. All you would need is a computer to run it on and a computer to run the authentication server software. ~ Steve

Lee Rainie and Homo Connectus

Lee Rainie, founding director of the [Pew Internet and American Life Project](#) recently outlined the 8 Realities of the Millennials, or Homo Connectus :

Reality #1

Millennials are a distinct age cohort, according to many measures of generational behavior and attitude. They are 'special'. Some words Lee used to describe them: sheltered, the play date generation, confident, team-oriented, achievement oriented, pressured, trophy kids, conventional, technology embracing though not necessarily tech-savvy.

Reality #2

Millennials are immersed in a world of media and gadgets. Their homes are FILLED with gadgets. Lee said that the average home now has 26 (!) information and communication tools. Try counting the number you have in your home.

Reality #3

"If they can't be with the device they love, they'll love the one they're with" Discman, Walkman, cell phone, handheld game, MP3 player, Internet, laptop, PDA... Their technology is mobile. He discussed the consequence of mobility as smart mobs and instant sharing. They share and act quickly.



Reality #4

The Internet plays a special role in their world. 1/3 download video; 1/2 download music; 1/3 create content; 20% blog; 75% IM. Of nearly all Internet activities only buying products, and searching for health and job information is done by Boomers more. They approach research as a self-directed process.

Reality #5

They are multi-taskers. They cram 8:33 hours of time spent with media into 6:21 hours. This covers TV, video, music, reading, radio, and using computers. They practice "continuous partial attention". This is not the same as multi-tasking. Some quotes: "Scanning to seize upon", "foraging behaviors", "the need for sanctuary", need "contemplative space", and maybe need occasional "technology sabbaths".

Reality #6

"Millennials are often unaware or indifferent to the consequences of their use of technology. This is particularly interesting in the attitudes for downloading music and video, and privacy. 19% remix in some manner. A new term "soft surveillance" and the role it might play for professors and employers. It's an emerging issue.

Reality #7

Their own technology world will change radically in the next decade. This will be driven by:

- Computing power doubling every 18 months (Moore's Law)
- Communication Power doubling every nine months (Gilder's Law)
- Spectrum power increasing
- Storage Power doubling every 12 months.

These J-curve laws will change everything (again). This applies in particular to content creation, connectedness, me media vs. mass media, better contextual search (like the semantic web), and advanced social search and networks and tagging. Lee talked about a smart doorknob. (You had to be there.)

Reality #8

"The way they approach learning and research will be shaped by their new techno-world." It will be:

- less top down
- more reliant on feedback and response
- more tags and personal taxonomies
- open and cross-disciplinary
- more focused on individual creation

~ By Stephen Abram ([Stephen's Lighthouse](#))

POST MILLENNIALS – Another Demographic

(Yet another great article from [Stephen's Lighthouse](#). Since we talked about Millennials in this newsletter, we have to tell you about the next demographic on the way!)



POST MILLENNIALS. These K-12 folks are already hitting these people's lives. Arrghhhh. Another demographic! Anyway, by some theories the generation of the Great Depression were formed by the world they lived in, the war generation (WW2) were influenced greatly by their world, and the Sixties period of more education and prosperity created a Boomer bulge. The GenX'ers grew up as the first generation that always had computing, and the Millennials always had the web. Does the environment shape generations? What about the post-Millennials?

What if you've never known a world without:

The Facebook, MySpace, IM and Texting, Online Gaming, TiVo, Meebo or Trillian, Flickr, Blogging, Netflix, Blinkx, Podcasts, MP3's, Cell phones, Smart phones, Viral video, School websites, Online application forms, Txt voting for American Idol, and the rest. (A note from Laurie—although most of these I am familiar with, there are a couple that I needed to look up also. Viral video, what's that? I'd tell, but it would take the fun out of your research!)

How does that shape your generation? We have to keep an eye on our Millennials for most 5 year strategic plans. We better keep an eye on these post-Millennials for anything we're creating for kids and teens...

OverDrive Activity for March

Top 20 Titles

Desperate Measures	7
Pride and Prejudice	7
Absolute Certainty	6
High Stakes	4
The Endless Knot	4
The Lion, The Witch and The Wardrobe	4
A Darkness More Than Night	3
All Night Long	3
Desolation Island	3
Frommer's Las Vegas with Kids	3
Hidden Riches	3
Honeymoon	3
Learn to Relax	3
Memory in Death	3
Must Love Dogs	3
One Flew Over the Cuckoo's Nest	3
Paycheck	3
The Camel Club	3
The Concrete Blonde	3
The Hostage	3

Top 20 Holds

CliffsTestPrep The NEW SAT	5
The Lincoln Lawyer	5
5th Horseman	4
At First Sight	4
The Daily Show with Jon Stewart Presents America	4
All Fishermen Are Liars	3
Are You Afraid of the Dark?	3
Do Whales Have Belly Buttons?	3
Firehouse	3
1st to Die	2
24 Hours	2
A Tale of Two Cities	2
All Night Long	2
Back to the Bedroom	2
Black Rose	2
Dave Barry Hits Below the Beltway	2
Guerrilla Negotiating	2
Rich Dad, Poor Dad	2
The Bad Place	2
The Big Dig	2

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Upcoming Training & Meetings

Upcoming Training

Detailed descriptions and registration information, are available on the [SAILS website](http://www.sailsinc.org).

Beginning Cataloging Training

04/12/2006

9 am to noon SAILS Meeting Room

Upcoming Meetings & Events

MLA Legislative Day

04/05/2006

10 am—2pm State House, Boston

Customer Services Roundtable

04/11/2006

10 am—noon SAILS Meeting Room

Technical Services Roundtable

04/11/2006

10 am—noon Norfolk Public Library

SAILS Officers Meeting

04/19/2006

10 am—11 am SAILS Meeting Room

Circulation Roundtable

04/27/2006

10 am—noon Southworth Library, Dartmouth

Get on the Bus

The Somerset Friends will be hosting a bus again this year to take people to the State House for MLA Legislative Day. If you would like to get a cheap ride (donations are welcome), contact Sally Evans—sevans@sailsinc.org

SAILS Network Statistics

FY06 Overview	June	May	April	March	February	January	Total FY06
Total Intranetwork Loans					53,932	56,052	401,967
Total Items Circulated					375,713	373,651	2,869,756
OverDrive Circulation					465	478	2,600
VirtCat Items Borrowed					1,094	1,202	7,600
VirtCat Items Loaned					526	559	3,491
Cataloging Requests					2,882	2,186	21,974
WebDewey Sessions					87	92	684
MARC Records Added					3,338	3,864	29,988
Patrons Added					3,269	3,262	32,044
Holds					39,366	44,614	292,863
Total MARC					946,022		946,022
Total Holdings					3,375,840		3,375,840
Total Patron					533,135		533,135