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Volume 14, Issue 8

## August 2014

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## Upcoming Events

8/20 - Membership Meeting

10 AM - 12 PM

MMA - ABS Information Commons

[Full event calendar](#)

## SAILS Strategic Planning Initiative

The SAILS Long Range Planning Committee wants to hear what you think! Working with consultant Nancy Rea, the committee is collecting feedback from its members in order to develop a new network strategic plan. 24 library directors met at the Lakeville Public Library on July 23 and participated in a SOAR exercise (Strengths, Opportunities, Aspirations, Results) and worked on developing concepts for the Mission Statement and Vision Statement. The SAILS staff participated in a similar meeting on July 30. Not everyone can attend these meetings so the committee has developed two surveys so that all network members have an opportunity to provide input into the new plan.

Both surveys will close on August 10. There is one survey for staff members and one for directors. Surveys are anonymous and only take a few minutes to complete.

Link to Staff Survey: <https://www.surveymonkey.com/s/14staff>

Link to Director Survey: <https://www.surveymonkey.com/s/fy16director>

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## Introducing free access to library-specific courses through WebJunction

Beginning on July 1, access to WebJunction's library-specific courses is available for free to all library workers and volunteers across the nation. Through the generous support of OCLC, the Gates Foundation, and many state library agencies across the U.S., WebJunction will continue to provide timely and relevant learning content for you to access anytime, from anywhere. Simply create an account at [learn.webjunction.org](http://learn.webjunction.org), and then explore the catalog of library-focused self-paced courses and webinars. Certificates of completion will be available to you after you have completed any course or webinar that you enroll in from the catalog.



Over the next year, WebJunction will continue to grow its catalog of learning content, and will add new resources on topics of high interest on [www.webjunction.org](http://www.webjunction.org).

**Happy Learning!**

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## SAILS Awarded LSTA Grant

The MBLC has announced that SAILS is the recipient of a \$35,528 LSTA grant that will be used to upgrade the telecommunications equipment in member libraries. The funds will be used to purchase updated switches for those libraries that are connected to SAILS on Comcast lines that are not part of a larger institutional network. The new switches will provide the potential for higher throughput within the library, will support higher bandwidth from telecommunications providers, and will allow libraries to install a separate wireless network for staff to use to connect to SAILS services, thereby isolating that traffic from the public and protecting patron privacy. The grant will provide the infrastructure to allow



SAILS Library Network  
10 Riverside Drive, Suite 102  
Lakeville, MA 02347  
(800) 331-3764  
(508) 946-8600  
fax: (508) 946-8605  
email: [support@sailsinc.org](mailto:support@sailsinc.org)  
URL: <http://www.sailsinc.org>

SAILS to install and support the new Blue Cloud Mobile Circulation app released this year by SirsiDynix. This app will be available to all member libraries at no additional cost and will allow library staff to provide circulation functions (checkouts, patron registration, inventory) using a smartphone or tablet equipped with a Bluetooth scanner. It is compatible with Android and iOS devices as well as HTML5 for laptops. 4 libraries will test this new software in the spring of 2015 after which time it will be available for any library to use. Training will be provided by SAILS staff after successful testing of the app.

In addition to the network receiving grant funds, the Attleboro Public Library, Ames Free Library, Holmes Public Library, New Bedford High School, Pembroke Public Library, and the Joseph H. Plumb Memorial Library in cooperation with the Elizabeth Taber Library and Mattapoisett Free Public Library were awarded LSTA funds.

**Congratulations to everyone and good luck on your projects!**

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## Self-Check Options

A number of libraries are starting construction planning projects or are preparing capital project funding requests for their municipality and have asked about options available for self-check. While SAILS can support most self-check vendor solutions providing they use SIP2 for patron authentication, the network does have arrangements with 3 vendors for products available at discounted prices. The decision as to which product to use is dependent upon the library's needs and budget. None of them require RFID tags but all will work with RFID tags.

Envisionware offers 2 different configurations for self-check – software only and One Stop checkout. The software only option requires that the library provide the computer, touch screen monitor, scanner and receipt printer but it is a very affordable option for a library with limited funds. The OneStop checkout includes the software and all the hardware required. Software is provided at a discount because of the volume of licenses SAILS members have of various software products. It can be combined with PC Reservation and print release if the library wants to do so.

SirsiDynix is a 3<sup>rd</sup> party seller of 3M and Biblioteca Self Check solutions. Both of these products come with hardware and software and can be equipped with credit card swipe devices to support patron payments of fines and fees. The commerce option does require that the library establish its own merchant banking account and upgrade its internal network to support PCI security standards. The decision as to which product to use is dependent upon the library's budget and volume. SirsiDynix has a consultant who can work with you to determine what is the best fit for your situation.

Libraries are not required to purchase any of these products through SAILS but we can assist you if you are looking for a quote. Libraries may order directly from the vendor or go through SAILS. No matter what self-check solution the library decides upon the only requirement is that the network be informed so the SIP2 configuration can be set up.

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## Amazon Launches Kindle Unlimited

On July 18 Amazon announced the launch of a new subscription service. For \$9.95 a month subscribers with either a Kindle or Kindle app will have access to "600,000 ebooks and 2,000 audiobooks." This announcement did not come as a surprise as Amazon has been hinting about the launch of this new service for the past 12 months. What should be noted is that of the 600,000 ebook titles as many as 500,000 of those titles are self-published through Amazon's Kindle Direct Publishing.

INTRODUCING  
kindleunlimited

As for now the big five – Penguin, Random House, Simon & Schuster, Harper Collins, MacMillan, and the Hachette Book Group are not part of this subscription service. So while this may be viewed as direct competition to ebook lending by libraries, libraries still have access to titles that will not be available to Kindle Unlimited subscriptions.

## SAILS Staff

### **Ginny Berube**

*Office Manager*

[gberube@sailsinc.org](mailto:gberube@sailsinc.org)

(508) 946-8600 x210

### **Debby Conrad**

*Executive Director*

[dconrad@sailsinc.org](mailto:dconrad@sailsinc.org)

(508) 946-8600 x211

AIM: DKC101652

### **Laurie Lessner**

*Asst. Director for Technology Services*

[llessner@sailsinc.org](mailto:llessner@sailsinc.org)

(508) 946-8600 x214

AIM: laurclW

### **Jennifer Michaud**

*Network Cataloger*

[jmichaud@sailsinc.org](mailto:jmichaud@sailsinc.org)

(508) 946-8600 x215

### **Jorj Pitter**

*Desktop Support Technician*

[jpitter@sailsinc.org](mailto:jpitter@sailsinc.org)

(508) 946-8600 x219

### **Kristin Slater**

*Manager of Bibliographic Services*

[kslater@sailsinc.org](mailto:kslater@sailsinc.org)

(508) 946-8600 x213

AIM: Baloo2782W

### **Claudette Tobin**

*Cataloging Associate II*

[claudette@sailsinc.org](mailto:claudette@sailsinc.org)

(508) 946-8600 x216

### **Jayme Viveiros**

*Member Services Librarian II*

[jviveiros@sailsinc.org](mailto:jviveiros@sailsinc.org)

508-946-8600 x218

AIM: jayme.viveiros

This will require that libraries continue to shift their acquisitions budgets towards econtent to meeting growing patron demand and expectations. Gary Price, editor of InfoDocket, has warned that libraries should not become complacent about their ability to supply patrons with titles not currently available through this new service. Noting that Netflix had grown from startup to 36 million subscribers—30 million now streaming—in 15 years, Price added that libraries ignore the growth of these services at their peril.

Amazon already has three years of data on library titles that were borrowed via OverDrive using a Kindle device or app, giving them an edge should they choose to target library users with this service. And arguments that libraries will always be unique in their offer of free content may no longer be accurate if one of these services decides to pursue an optional ad-supported model, akin to Spotify. The entrance of a major new competitor into a market often drives such innovations. Offering the bestsellers through vendors won't necessarily be as appealing if the Big 5 come on board, and patrons can borrow them for \$10/month, but at the same time, highlighting local authors, encouraging local authors, showcasing local history; these are all things that the library can do to differentiate themselves according to Heather Teysko, director of innovation and development for the Califa Library Group.

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## SVA Reports from Workflows sent by Email

We had to change how our emailed reports are going out from Workflows, so you may need to update any filters you may have been using in Gmail to remove reports that were not for your library. In the past, the e-mail was [sirsi@salp.sailsinc.org](mailto:sirsi@salp.sailsinc.org) and it's now coming from [sirsi@sails.sirsi.net](mailto:sirsi@sails.sirsi.net).

To edit or delete existing filters:

Open Gmail

Click the gear in the top right.

Select Settings.

Click the Filters tab.

Find the filter you'd like to change and click edit or delete to remove the filter.

If you're editing the filter, enter the updated criteria for the filter in the appropriate fields, and click Continue.

Update any actions and click the Update filter button.

If you are currently receiving the reports for all libraries, but would like to only have to worry about viewing your own report, you can set up a filter:

Open Gmail

Click the gear in the top right.

Select Settings.

Click the Filters tab.

Click "Create New filter"

In the dialog box you will want to enter these values:

From: [sirsi@sails.sirsi.net](mailto:sirsi@sails.sirsi.net)

To: [sva@sailsinc.org](mailto:sva@sailsinc.org)

Subject: -yourlibraryname (ie: -seekonk-pl or -rochester, etc)

Click "Create filter with this search"

On the next screen indicate what you want done with the other libraries' reports. You don't need them so it is fine to select to "Delete it."

Click, "Create Filter"

With this filter setup, any failed SVA report that is not for you will be deleted from your inbox.

## Network Stats

June 14

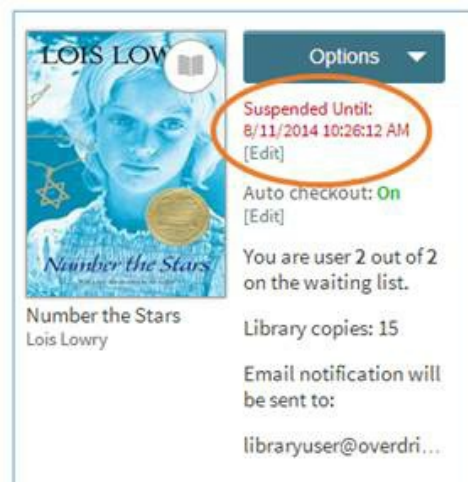
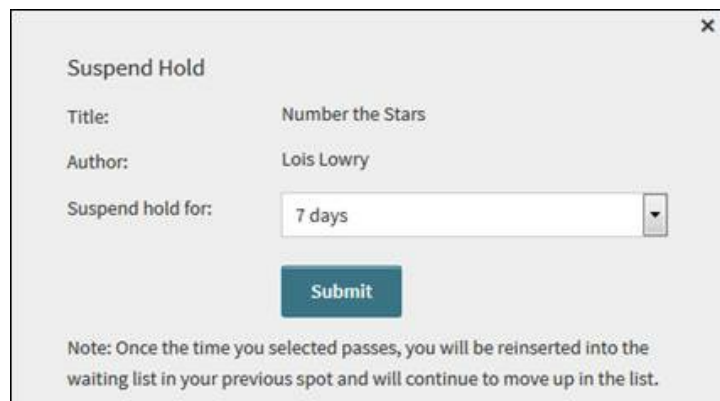
**Total Intranetwork Loans:** 68,132  
**Total Items Circulated:** 325,712  
**Gutenberg:** 38  
**OverDrive Circulation:** 15,201  
**All Formats Circulated:** 340,951  
**VirtCat Items Borrowed:** 579  
**VirtCat Items Loaned:** 325  
**Cataloging Requests:** 4,995  
**MARC Records Added:** 4,485  
**Patrons Added:** 2,613  
**Patron placed holds:** 59,425  
**Total MARC:** 1,137,605  
**Total Holdings:** 3,620,499  
**Total Patron:** 474,456

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## Updates to the OverDrive digital library website:

### Suspend a Hold

As in Enterprise, this feature will allow users to temporarily suspend a hold in the waiting list. The user's position will continue to advance in the queue while their hold is suspended, but the hold will not be filled. After the suspension ends, the title will continue to advance until the hold becomes available. If a user advances to the first position in the waiting list while the hold is suspended, the system will skip ahead to fill the next available hold.



### Hold Auto-Checkout

At the time a user places a hold, the option to 'auto-checkout' the title when it becomes available can be set. Users who select this option will receive a notification when their title is available confirming that it has been checked out and can be found on their account bookshelf. Users who do not select this option will follow the current hold notification process.

|  |  |
|--|--|
| Title:   | Number the Stars                                       |
| Creator:   | Lois Lowry   |
| Format:  | eBook  |
| Enter your email address:  | <input type="text" value="libraryuser@overdrive.com"/> |
| Confirm your email address:  | <input type="text" value="libraryuser@overdrive.com"/> |
| <input checked="" type="checkbox"/> Automatically borrow this title when it becomes available. |  |
| <input type="button" value="Place a Hold"/>  |  |

Users who select this option but are unable to borrow the title at the time it becomes available (because they have already reached their maximum checkout limit, for example) will be sent the current hold notification email and will have the full hold pickup period to make their checkout.

### **Maturity Settings**

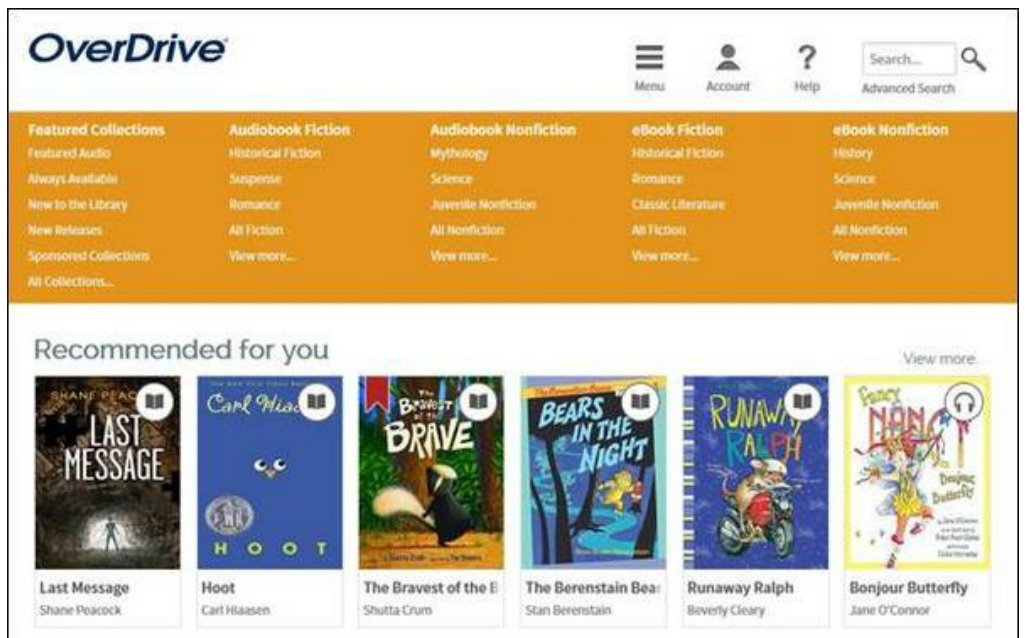
Two options will be added to the Account Settings page that will allow users to customize their browsing and discovery experience based on content maturity level:

1. The ability to exclude certain content based on the maturity level (Juvenile, YA, General, Adult). This will allow adult users to exclude titles for younger readers and young readers to exclude adult-only titles from their experience.
2. The option to “mask” all adult cover images with a basic cover image. This option will be set to “No” by default.

More information how to use this setting is available in this Help article: <http://help.overdrive.com/customer/portal/articles/1492447>.

### **“Recommended for you” collection**

After a user signs in, a collection of recommended titles will appear on the homepage. Recommended titles will be available for checkout and suggested based on titles the user currently has checked out or on hold. If a user does not have any checkouts or holds, this collection will not appear.

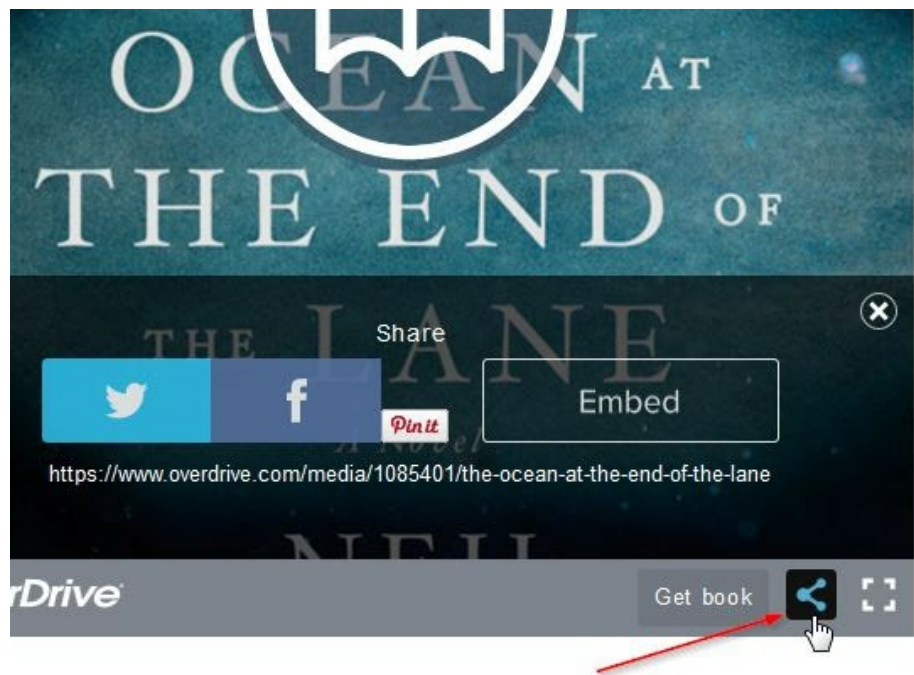


## OverDrive eBook Embedded Samples

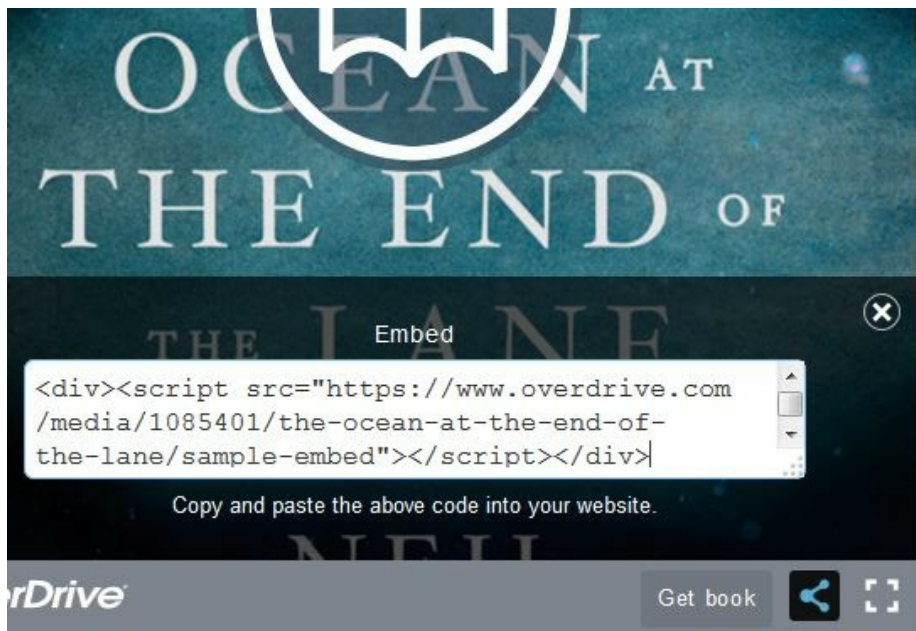
OverDrive eBook embedded samples can be placed on any website, social media page, or blog to provide users the ability to begin reading a title they may be interested in and then be directed to the SAILS digital collection to borrow the title.

You can use them on your library pages and blogs to draw attention to your digital offerings as well. By searching for titles on [overdrive.com](http://overdrive.com), you can access embed codes for Overdrive eBooks that can be used to increase the visibility of your collection. They've also created a [simple guide on how to use the embed codes](#) to get you started.

**Step 1: Click on the Share symbol:**



**Step 2: Copy and paste the embed code into your website editor.**





The samples are **fully responsive**, meaning they will adjust themselves to fit screen sizes, and are compatible in most browsers. Once embedded, the samples are readable right within your website. When a patron reaches the end of the sample, they are provided links to find the title at their library or share the sample with their friends on social media. Some great examples of how to use these samples include creating a Pinterest board of Recommended Reads, or featuring an “eBook of the day” on your library blog.



Embedded samples provide patrons the opportunity to peruse a title before deciding to check it out, mimicking the familiar experience they have as they walk up and down the aisles of your library.

If you have any questions about the OverDrive eBook embedded samples, you can e-mail [support@sailsinc.org](mailto:support@sailsinc.org) for help.

## Overdrive record display in Enterprise

SAILS has been looking for ways to streamline the cataloging of Overdrive titles and provide patrons with a clearer indication of whether their library owns a title in Overdrive. In the past, we loaded these records with multiple links that all pointed to the same Overdrive login page. Records will be loaded with a single link that says Click here to view availability. Each Advantage Library will still have a call number and copy attached to the record so that patrons can see if their libraries owns the title.

4.  **The fault in our stars [electronic resource]**  
 by Green, John, 1977-  
 Preferred Shelf Number XX(1987430.3)  
 Format  Electronic Resource  
 Click here to view availability  
 Physical Description 1 online resource  
 ISBN 9781101589184  
 Publication Date 2012

 0  
 Like  
[Text This To Me](#)

| Library    | Call Number | Item Type | Home Location | Status     |
|------------|-------------|-----------|---------------|------------|
| ABORO-MAIN | eBook       | EBOOK     | CYBERSPACE    | CYBERSPACE |
| ONLINE-LIB | eBook       | EBOOK     | CYBERSPACE    | CYBERSPACE |

## Report from the Executive Director

Every July we provide our member libraries with a summary of the services they received from SAILS and the value of that service. FY14 was one of the busiest years on record for network staff which is a reflection of the emphasis we have been placing on customer service and outreach. Network staff responded to 7201 help desk tickets – a 24% increase from FY13. SAILS staff members made 147 onsite visits to member libraries. The network sponsored 203 onsite or virtual workshops. PC Support

services closed 232 tickets and installed more than 150 new and off-lease computers. The total value of services provided to its member was over \$6.9 million dollars or \$8.12 for every dollar spent on annual membership assessment. The SAILS network's focus has always been on providing cost effective and responsive services to its members. After measuring our FY14 activities I feel confident that we have achieved that goal. Our focus this year will be to continue to improve on those measures.

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If you are a library staff member, this is the primary way SAILS can communicate with you. If you no longer work in a SAILS member library, please reply to this message with "Unsubscribe" [Unsubscribe](#)

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SAILS, Inc.  
10 Riverside Dr.  
Suite 102  
Lakeville, Massachusetts 02347  
US



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