SAILSNetwork News

Volume 14, Issue 12

December 2014

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Training Opportunities

Bookletters Training
Thursday, 12/18
1:00 - 2:30 PM
SAILS Office
Register Online

Managing Serials - Serials Control Module
Tuesday, 1/6
9 AM - 12 PM
SAILS Office
Register Online

Bookletters Training
Wednesday, 1/7
1:00 - 2:30 PM
SAILS Office
Register Online

Beginning Data Entry for Cataloging
Thursday, 1/15
9 AM - 11:30 AM
SAILS Office
Register Online

Bookletters

Bookletters can be used in multiple ways to enhance your user's online experience and reach out to the community to build stronger awareness of everything your library offers. Libraries use BookLetters to promote their collections, send out library newsletters, as well as e-mail program reminders to their patrons.

How can your library take advantage of BookLetters?

Reader's Advisory:

- Link to full range of book award lists and pre-generated booklists (updated weekly or monthly) from your webpage.
- Library staff can create custom booklists, if they wish.
- All of the pre-generated booklists link back to the SAILS catalog.

Website Enhancement:

- Widgets can be used to promote titles for specific subjects, genres or formats, as well as new arrivals to the library's collection.
- Create a widget for your own custom booklists, if you wish.
- Integrating these widgets into your website provides updated, fresh content for your patrons.

Effective Communications:

- Patrons can select the booklists they're interested in receiving by e-mail.
- You can use it to send custom e-newsletters or e-mail blasts to your patrons.
- Post booklists, e-newsletters or other blasts to social networks.

There are a handful of libraries in the SAILS network who were already using Bookletters. Examples of how these libraries integrated the content and functionality into their websites:

Raynham has a subscribe box featured on their website for their e-newsletter: http://raynhampubliclibrary.org/index.html
Acushnet plants widgets on their home page to promote new arrivals in various categories: http://www.acupl.org/

Bookletters Training
Tuesday, 1/20
1:00 - 2:30 PM
West Bridgewater Public Library
[Register Online](#)

Bookletters Training
Thursday, 1/29
10 AM - 11:30 PM
Mattapoisett Public Library
[Register Online](#)

Bookletters Training
Wedneday, 2/4
10 AM - 11:30 AM
SAILS Office
[Register Online](#)

Upcoming Events

SAILS Membership Meeting
Wednesday, 1/21
10 AM - 12 PM
Lakeville Public Library

Southeastern Massachusetts Libraries
Legislative Breakfast
Friday, 2/6
8 AM - 10 AM
Norton Public Library

[Full event calendar](#)

Pembroke uses widgets and as well as links to booklists on their GoodReads page: http://library.booksite.com/6304
Swansea features book of the day on their front page: http://www.swansealibrary.org/swansea/
Taunton has a recommended children's books list and caldecott award winners widget on their children's page: http://www.tauntonlibrary.org/childrens.html

For the libraries who are new to Bookletters, we will be here to help you get set up, provide training on the product, as well offer suggestions on integrating this new content into your existing webpages.

All of the booklists are automatically updated each month with fresh content and pushed out to the patron's who have subscribed. If you decide to take advantage of Bookletters to send e-newsletters to your patrons, there is a user friendly interface for creating an e-newsletter. Your custom newsletters can also be set up to have the your own library's branding.

We hope you will consider taking advantage of what BookLetters has to offer!

Upcoming training opportunities:

Thursday, December 18th
1:00 - 2:30 PM
SAILS Office
[Register Online](#)

Wednesday, January 7th
1:00 - 2:30 PM
SAILS Office
[Register Online](#)

Tuesday, January 20th
1:00 - 2:30 PM
West Bridgewater Public Library
[Register Online](#)

Thursday, January 29th
10 AM - 11:30 PM
Mattapoisett Public Library
[Register Online](#)

Wedneday, February 4th
10 AM - 11:30 AM
SAILS Office
[Register Online](#)

If you'd like to have someone from the SAILS staff come to talk to your staff about BookLetters, please let us know, we'd be happy to set that up as well. Just send an e-mail to support@sailsinc.org.

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New Enterprise Features - For the New Year!

The next Enterprise update (GA7) should be available shortly. Once we've done the upgrade, SAILS will record a webinar to be viewed by staff after the changes have been made, so you can become familiar with them. You're also encouraged to take a look at our test site, which currently has most of these elements already available. Follow this link to view our test site: http://sails.ent.sirsi.net/client/lib

New Links:

- The "Library Information" link at the top of the page will say "Forgot your PIN" and will be brighter and bolder looking.
- In place of the current "Forgot your PIN" link, we'll add a graphic & link to an Enterprise page featuring BookLetters' awards lists
- In the same area, we'll add a link / graphic to more prominently show off Omeka, our Digital History collection.

New Buttons:

- Search results page:
  - - book lovers tool button that sends to detailed display page - to get people to look at the added content we have available, such as the book summaries, tags and read-alikes.

- Item details page:
  - - staff view button – when clicked, a window will open with the full marc record.
  - - add to GoodReads button - will take the ISBN in the record and pass along to the GoodReads site. If you have a GoodReads account, you can log in and add the book to your bookshelf.

Bookletters Integration:

- *New Book alert sign-up* - we have added a link to a sign-up form for patrons to subscribe to the auto-generated Bookletters book alerts lists.
- Other reader's advisory features will be added over time.

Other Changes and Features:

Research Tools and Online Articles - some will be removed as they are no longer being updated. The PubPac felt they could not be responsible with keeping them current. This topic will be reviewed in 2015.

Responsive Catalog - This will recognize when users are using a mobile or small screen device and provide the user with a mobile version. Patrons will have the option to view the full screen by clicking on a link at the bottom of the page. To test this out on the test site, make your browser window smaller. As you narrow the width, you'll see the screen change to the mobile version.

SAILS Library Network

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email: support@sailsinc.org
URL: http://www.sailsinc.org

Network Stats

October 2014

Total Intranetwork Loans: 72,769
Total Items Circulated: 343,393
Gutenberg: 139
OverDrive Circulation: 15,231
Tumblebooks Circulation: 17,469
All Formats Circulated: 376,232
VirtCat Items Borrowed: 538
VirtCat Items Loaned: 563
Cataloging Requests: 5,796
MARC Records Added: 4,935
Patrons Added: 3,387
Patron placed holds: 56,409
Total MARC: 1,135,308
Total Holdings: 3,612,603
Total Patron: 462,282

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SAILS Welcomes New Staff @ New Bedford High School

Ms. Christine Guy is the new
Library Media Specialist
at New Bedford High School.

BookMyne+

SAILS is testing BookMyne Plus. It is an enhanced version of the Bookmyne app that supports local branding and content. BookMyne Plus allows the user to select their particular library, which can be customized with the library's logo, etc. and links out to local content: suggested reading (powered by GoodReads (or suggested links), social media sites as well as a calendar (we still need to explore the options we have available with Event Keeper). Users can also search by location - BookMyne allows mobile users to find the nearest participating library on a GPS-enabled map. Future development will include incorporating the features of Sirsi Dynix's BlueCloud Commerce - which will allow users to pay fines online using the app (for public libraries).

If the test proves to be acceptable, SAILS will be able to use grant funds that the network is receiving to expand the product to all libraries. SAILS will continue to investigate other options as well. It is currently only available from iTunes, but should be in the Google Play Store in a future release.

Please take a look at the app and give it a try. On your Apple device, go to the Apple store > iPhone apps > search for SAILS library. You can also use this link to get to the app directly: https://itunes.apple.com/us/app/sails-2go/id928540707?mt=8

After you have it installed, add one of the following libraries to see the features that are above and beyond what you'll find in the standard Bookmyne: Easton, Norton, Seekonk High School, or SAILS.

Please send any feedback to mobileapp@sailsinc.org.

Contact support@sailsinc.org if you have any trouble getting the app installed.

Laurie Lessner

BiblioBoard

BiblioBoard has millions of pages of curated primary source content, streaming audio and video. There is also a growing library of traditional publisher content including, fiction, graphic novels, comics, children's books, university press books and much more. Biblioboard is available to MA residents. A link to Biblioboard has been included on Enterprise for all of the libraries.

BiblioBoard Training Materials are available from the MLS website at:

http://guides.masslibsystem.org/ebooks/training

Using Gmail to Compose an e-mail from an e-mail link

Browsers normally use your operating system's default mail program to send an e-mail message when you click on a "mailto" or e-mail link on a web page (e.g., jsmith@example.net). Generally, Windows will try to open Microsoft Outlook in order to compose a new message.

Would you like Chrome to use Gmail instead?

When you open Gmail in Chrome, a protocol handler icon Protocol Handler will appear in the omnibox (where you type in a URL or search) next to the star bookmarks icon. Click it to show the following options:

- If you'd like to allow Gmail to open all email links, select the **Use Gmail radio button.** When you click a hyperlinked email address on a page, Gmail's compose window will open.
- Select **No** to keep how your computer opens email links the same way as before.
- Choose **Ignore** to prevent the request from appearing again when you visit Gmail.

You may also make these changes if you are using Firefox, Internet Explorer or Safari. Instructions may be found here:

http://blog.hubspot.com/marketing/set-gmail-as-browser-default-email-client-ht

Save the Date - Legislative Breakfast

Friday, February 6, 2015
8:00 to 10:00 a.m.
Norton Public Library

The SAILS Library Network Legislative Breakfast Committee is pleased to announce the date for the Third Annual Southeastern Massachusetts Libraries Legislative Breakfast. The Breakfast will be held at the Norton Public Library on Friday, February 6, 2015 from 8:00 to 10:00 a.m. (snow date February 13, 2015). The theme for this year's breakfast is Opportunity For All.

Please inform your Trustees, Librarians, Friends and Foundation members about this event and encourage them to attend. Talk with your Legislators and invite them as well. A Legislative Breakfast is an important event as it connects and informs Massachusetts Legislators with the services and programs provided by Massachusetts Libraries. The Massachusetts Board of Library Commissioners (MBLC) and the Massachusetts Library Association support the legislative breakfasts. Commissioners and staff from the MBLC will be in attendance to talk about the FY 2016 legislative budgets. State Senator James Timilty will be the keynote speaker. An event program will be sent out at a later date.

In the past, the Legislative Breakfasts have been funded through Friends and or Foundation groups and or private donations. A donation of $25.00 to $50.00 is requested and would be greatly appreciated. Donations will be used primarily to supply the continental breakfast as well as any printing and mailing costs that may arise. Any remaining funds will be used to fund additional legislative activities. Checks should be made out to : SAILS Library Network (indicate Legislative Breakfast in the memo box) and mailed to:

Legislative Breakfast Committee
c/o SAILS Business Office
10 Riverside Drive, Suite 102
Lakeville, MA 02347

If you have any further questions, please email breakfast@sailsinc.org We look forward to seeing you at what promises to be a great event.

Best Regards,
The SAILS Legislative Breakfast Committee

Members:
Nancy Cappellini, Hanson Public Library; Jocelyn Tavares, Dighton Public Library; Sue Branco, Westport Public Library; Laurie Cavanaugh, Holmes Public Library; Ginny Berube, SAILS Staff; Kristin Slater, SAILS Staff

It's that time of year again! - Overdrive & Ebooks

As the end of the year approaches, we need to gear up for what is traditionally the busiest time of year for digital library materials!

Holiday promotional resources:
Get your users into the holiday spirit and share a reminder that your digital collection is available even when the library is closed. Visit the Partner Portal and download the Holiday Marketing Kit (in the Winter Promo Pack) for fun holiday social media graphics, print-ready flyers to display or distribute in your library, gift box giveaway instructions and promotional materials, and resources to support device showcases and post-holiday training classes.

Prepare with live training webinars:
Attend one of OverDrive's training sessions to learn about OverDrive Read and the OverDrive app to be prepared to answer all those first-time user questions. Visit the Learning Center to register for these free webinars:
http://partners.overdrive.com/learning-center/live-sessions/

Make your digital titles easy to find:
During the holidays, many new tablet, smart phone and eReader owners will be looking for free content to load to their devices. Make it easy to point users to your digital collection by adding a link to your digital library from your main library website, catalog and social media accounts. Download free web graphics from the Partner Portal: http://partners.overdrive.com/marketing-outreach/libraries/web-graphics/