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Executive Director's Report February 2006

In response to suggestions submitted at the fall circulation roundtables and with the approval of the Circulation Policy committee we have modified the procedures for items in transit and unfillable holds. Laurie developed several forms to expedite the process for libraries and it appears that just about everyone is using the new process. There are few items that have been in transit for a long time and it appears that libraries are notifying patrons that holds can't be filled in a more timely fashion. We will be holding 3 more roundtables in the spring and look forward to getting more feedback from our users.

Hiawatha Bray from the Boston Globe wrote a story about the Overdrive service and interviewed a user of the service who resides in Carver.

Response to the article has been very positive and we have noticed an increase in usage and registered users. We are adding new titles to the collection on a weekly basis so that the collection remains fresh for repeat users. Overdrive workshops for staff were held in the fall and we will be offering more the first half of 2006.

Since the holidays, we have been getting ready to start the projects slated for the last half of FY06. The first week of January we successfully upgraded the test server to release GL 3.0. We will be spending the rest of the month working with the new client and then will invite some volunteers in to try it out in February. Once we get some reactions to it we will be preparing training documentation and begin updating our manuals to reflect the new screens.

At the same time we were installing GL 3.0 on our site, SirsiDynix was migrating our data to one of their servers and upgrading it to GL 3.1. We have received some preliminary release documentation and should begin the Beta testing process shortly. The combination of GL 3.0 and 3.1 brings us many software enhancements that we have been asking for and we expect that the software will be more capable of meeting the network members' needs. However the client is different from that everyone is accustomed to so we will need to develop a logical master plan for training libraries to move to the new look and feel. At the present time we expect to install GL 3.1 in early fall and begin training libraries one at a time in the new client. SirsiDynix is committed to providing us with an on-site consultant to perform the upgrade for us so we will need to first determine that the software is stable and then make sure they have staff available to send to SAILS for 3 days.

INSIDE THIS ISSUE:

Executive Director's Report	1,2
OverDrive—One Hot Service	2
ILL Stats for MA	3
PEW Report	3,4
New Plainville Service	5
Checking out Museum Passes	5
Playaway Digital Books	5
Upcoming Events	6
Network Statistics	6

(Continued on page 2)

(Continued from page 1)

Executive Director's Report

Laurie has been working on improvements to the SAILS website and preparing her presentation for the 2006 SirsiDynix Superconference in Nashville. I will be starting my term as chair of the Users Group at that time and have been working with other board members on conference preparations. Kristin continues to work with SirsiDynix on some software malfunctions in the Acquisitions Module.

In February we expect to spend a lot of time evaluating GL 3.0 and testing GL 3.1 for SirsiDynix. As we identify features that are of particular interest to our members we will post that information in the monthly newsletter. We will also be hosting an Envisionware demonstration for libraries that are interested in purchasing their PC Reservation or Print Management software. We also expect to be working with Plymouth Rocket to assist libraries using the Tixkeeper Museum Pass Reservation software.

OverDrive Activity for January

Top 20 Checkouts

The Deepest Water	14
Absolute Certainty	10
Cold Sassy Tree	8
Pride and Prejudice	7
The Adventures of Tom Sawyer	6
Broken for You	5
Operatives, Spies, and Saboteurs	5
Are You Afraid of the Dark?	4
Desolation Island	4
Learn to Relax	4
Lifeguard	4
The 37th Hour	4
The Worthing Saga	4
The Year of Pleasures	4
365 Easy One-Dish Meals	3
City of Masks	3
Great Expectations	3
Must Love Dogs	3
Northern Lights	3
Primary Inversion	3

OverDrive Service—Hot Again!

Since the article about the OverDrive service appeared earlier this month in the Boston Globe, activity on the site has increased dramatically. Follow that with another article in the Enterprise and our stats almost doubled! The day article was in the Enterprise, we lent 41 titles! Most popular eAudio title this month is *The Deepest Water*, with 13 checkouts. This is a max access title, so it can have multiple checkouts at one time. Most popular eBook title this month is *Lifeguard*, with 3 checkouts.

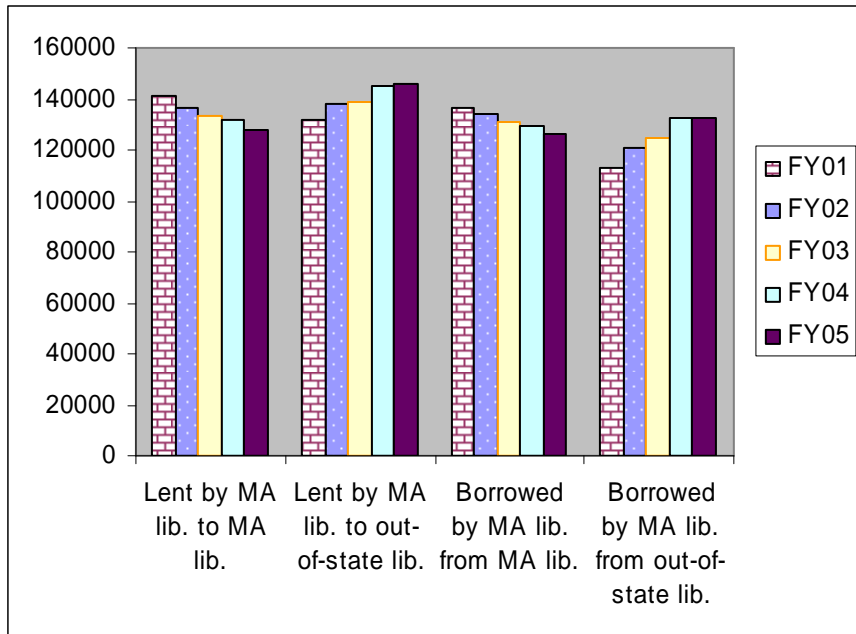
Don't forget, the customizable patron brochure for the digital book service is available online at: <http://sailsinc.org/sirsi/brochure/>



Top 20 Holds

Anyone But You	7
Must Love Dogs	7
Saving Fish from Drowning	6
The Lion, The Witch and The Wardrobe	6
Payback	5
25 Things to Say to the Interviewer, to Get the Job You Want	4
Angels Flight	4
Freakonomics	4
Memory in Death	4
The Black Echo	4
Abduction	3
Black Rose	3
Double Homicide	3
How to Grow a Backbone	3
Meditations for Relaxation and Stress Reduction	3
Prince Caspian	3
Tell Me No Lies	3
The 37th Hour	3
The Assassin 3 The Best of Loretta LaRoche	3

OCLC Stats for Massachusetts Libraries



The charts presented here show ILL activity for Massachusetts libraries. As you'll notice, traditional ILL requests between libraries in MA has decreased, while activity between MA libraries and out of state has increased. We're assuming this can be attributed to the Virtual Catalog and the ease of use in placing requests.

OCLC ILL Activity/FY	FY01	FY02	FY03	FY04	FY05
Lent by MA lib. to MA lib.	140967	136309	133275	132020	127858
Lent by MA lib. to out-of-state lib.	131889	137659	139162	145086	145675
Borrowed by MA lib. from MA lib.	136283	134082	131035	129403	125946
Borrowed by MA lib. from out-of-state lib.	112873	121073	124796	132562	132399

Pew Report—Men & Women on the Internet

A new report from the Pew Internet & American Life Project shows how men's and women's use of the Internet has changed over time. Some highlights:

- 68% of men are Internet users, compared with 66% of women. Because they make up more of the population, the total number of women online is now slightly larger than the number of men.
- 86% of women ages 18-29 are online, compared with 80% of men that age.
- 34% of men age 65 and older are online, compared with 21% of women that age.
- 60% of black women are online, compared with 50% of black men.
- On a typical day, 67% of online men use the Internet, compared with 64% of women.
- 52% of men have broadband connections at home, compared with 48% of women.

In most categories of Internet activity, more men than women are participants, but women are catching up.

- Compared with women, online men are more likely to: check the weather, get news, get do-it-yourself information, check for sports information, get political information, get financial information, do job-related research, download software, listen to music, rate a product/person/service through an online reputation system, download music files, use a webcam, take a class.
- Compared with men, online women are more likely to: use email, get maps and directions, look for health and medical information, use web sites to get support for health or personal problems, get religious information.

(Continued on page 4)

Pew Report—Men & Women on the Internet

(Continued from page 3)

- For many online activities, the growth rate for women's participation is greater than the growth rate for men's, including: using government web sites, getting religious information, watching video clips or listening to audio clips, getting news, researching products.

More than men, women are enthusiastic online communicators, and they use email in a more robust way. Women are more likely than men to use email to write to friends and family about a variety of topics: sharing news and worries, planning events, forwarding jokes and funny stories. Women are more likely to feel satisfied with the role email plays in their lives, especially when it comes to nurturing their relationships. Men use email more than women to communicate with various kinds of organizations. Men and women are equally likely to use the Internet to buy products and take part in online banking, but men are more likely to use the Internet to pay bills, participate in auctions, trade stocks and bonds, and pay for digital content.

Men are more avid consumers than women of online information. Men look for information on a wider variety of topics and issues than women do. Men are more likely than women to use the Internet as a destination for recreation. Men are more likely to: gather material for their hobbies, read online for pleasure, take informal classes, participate in sports fantasy leagues, download music and videos, remix files, and listen to radio.

Men are more interested than women in technology, and they are also more tech savvy.

- 68% of men are responsible for home computer maintenance, compared with 45% of women.
 - 50% of men have changed the browser homepage on their computers, compared with 34% of women.
 - Among people who are not currently Internet users, 58% of women say they don't need the Internet or want it, compared with 45% of men who say they don't need it and 43% of men who don't want it.
- "If there is an overall pattern of differences here, it is that men value the Internet for the breadth of experiences it offers, and women value it for the human connections," said Deborah Fallows, Senior Research Fellow at the Pew Internet Project, who authored the new report, "How Women and Men Use the Internet."

That said, men and women are more similar than different in their online lives, starting with their common appreciation of the Internet's strongest suit: efficiency. Both men and women approach with gusto online transactions that simplify their lives by saving time on such mundane tasks as buying tickets or paying bills. Men and women also value the Internet for a second strength, as a gateway to limitless vaults of information. Men reach farther and wider for topics, from getting financial information to political news. Along the way, they work search engines more aggressively, using engines more often and with more confidence than women. Women are more likely to see the vast array of online information as a "glut" and to penetrate deeper into areas where they have the greatest interest, including health and religion. Women tend to treat information gathering online as a more textured and interactive process — one that includes gathering and exchanging information through support groups and personal email exchanges.

"This moment in Internet history will be gone in a blink," said Fallows. "We may soon look back on it as a charming, even quaint moment, when men reached for the farthest corners of the Internet, trying and experimenting with whatever came along, and when women held the Internet closer and tried to keep it a bit more under control."

Great Customer Service for Plainville Patrons



A new drive-up stainless steel return box was placed on the parking lot island at the Wood School on Messenger Street in Plainville. The Plainville Library worked with the Plainville Schools to locate the box a safe distance from the buildings with easy drive-up access.

The Friends of the Plainville Public Library, Inc. purchased the box, and the school department completed the installation January 1, 2006. The Library will be picking up the items from the box on a prescribed schedule on Monday, Wednesday and Friday. They will be using the book-drop checkin for returned items.

The Plainville Public Library is one of the first in Massachusetts to offer a permanent offsite return box to make using the library more convenient for its customers. For more information please go to

www.plainvillepubliclibrary.org.

Ephemeral Checkout for Museum Coupon Passes

 The question about using the ephemeral checkout wizard for museum coupon passes was suggested as an agenda topic by a member library. 

Regardless of how the museum passes are checked out, libraries must always create bib. records for museum passes. Libraries do not share the bib. records for these passes; each record is specific to a particular library. These records should be created using the MUSUEMPASS format (template). Each museum pass Volume/Copy record should include the necessary holding codes, particularly ItemCat1, which is used for statistical purposes. For ephemeral checkouts, you do not have to use an actual barcode. You could choose to use a word that identifies the pass (such as Science1). One suggestion was made that if you use an actual barcode that you could attach it to the museum coupon pass booklet.

Click on the Ephemeral Wizard (the ghost) on the circulation toolbar to check out these museum coupon passes. Once the patron's record is on the screen to check out the pass, you need to fill out the number of copies and the Item ID. Click OK or Check Out to New User. The Ephemeral Wizard immediately discharges the item so that the pass does not stay on the patron's record. The system automatically updates the number of total charges in the copy record. This statistic is useful for being able to track how often each pass is being used in your library.

The Ephemeral Wizard can also be used for tracking Internet use so that you can compile statistics on how often this service is used in your library. This wizard is also useful for checking out and keeping statistics for those paperback collections that are not part of your library's permanent collection.



Featured (from left to right) are Library Trustee Paula Mealy, Wood School Principal Peg Myers, Library Trustee Chair Ellenor Yahmarkt, and Director Melissa Campbell making the official ribbon cutting.

Hot Product Watch ~ Playaway Digital Audiobooks

Looking for another format to give your patrons for digital audio? Check out Playaway. This new format is rather interesting. It's basically a pre-loaded audio book, which you purchase for the same cost as a hardcover. The book/device comes with a headset, universal headphone jack (so you can play it through your car stereo), battery, and playback controls. This could be a great way to bridge the digital divide and offer your patrons who don't have an Internet connection a digital alternative. It could also be a good introduction to the medium for those reluctant to try OverDrive.

Get more information at:
<http://www.playawaydigital.com>

