

## Executive Director's Report

There has been a lot written lately about library usage increasing as the economy worsens and that is certainly true for members of SAILS. Despite the fact that 5 libraries have been forced to dramatically curtail hours of service, circulation for SAILS is 5 percent higher than at the end of December 2007. In fact, libraries in SAILS have circulated more items the first 6 months of this year than they did during the same period for the past 5 years. More than 44% of the people with active cards have used their library at least once in the past 18 months. In the past 12 months public libraries issued more than 34,000 new cards.

10,000 cards were issued between July and September 2008 alone. The number of patron placed holds is 7 percent higher than last year at this time and almost 14% higher than 2 years ago. Interlibrary loan traffic has increased 4 percent since last year. Obviously libraries are providing a needed service. Reduced hours and/or services or elimination of service creates a real hardship for patrons of all of our member libraries - public, K-12 and academic. The SAILS network is committed to working with our members to provide each of them with the types of management statistics they need to make a strong case for continued funding. In times of economic distress, libraries should not be the first on the chopping block because they provide a function not provided by any other agency. SAILS has the tools to provide each library with accurate management statistics that can be used as part of their budget process. Library directors do not have to be trained in Directors Station to obtain statistics from it - SAILS staff is ready and willing to develop and run reports, usually within hours. We can also provide libraries with value of service information to justify membership in SAILS. Everyone received a copy of the value of service for FY08 and we can provide similar information through December 31, 08 if necessary. A point to remember is that for every dollar spent for SAILS services libraries receive \$6.04 in service. That is a return on investment of 600 percent.

In late August we asked patrons to describe why network and library services were important to them. During a very short time period we gathered 249 comments\* from patrons describing how important their local library is to them. This was

### Libraries - a great value, especially during hard times

In the 2007/2008 fiscal year, SAILS provided more than 5 million dollars in services to its members. 1 \$6.04 in service. Funding the network makes good fiscal sense.

→ See how much your family saved at your library with our online calculator.

→ Read the recent articles about our local, MA libraries.

- Libraries Bracing For More Cutbacks As Demand Grows (NPR) January 26, 2009
- Listen to this NPR interview with our own, Bridgewater Public Library Director Betty Gregg.
- Libraries Can't Escape Slow Economy (Channel 5, Boston) January 27, 2009
- With the unemployment rate the highest it's been in more than 15 years, many people are put
- Check It Out (Boston Globe) January 4, 2009
- The library - a recession sanctuary (Boston Globe) January 3, 2009
- Rediscovering the library in down economy (NECH) December 31, 2008 (view below)



SAILS Value of Service site

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### Coming soon:

- [Customized policy lists](#)
- New iBistro look & feel
- Online patron registration
- View checkout history—via iBistro

## Overdrive—MP3 Site Live!

SAILS is happy to announce that the final version of the Overdrive Digital Media Site is now live. Since the launch of the redesigned site on Jan 16th, which is when we started offering the iPod compatible MP3 format, we've checked out 573 titles. To compare, for the whole month of December, we checked out 960 titles.

This is the breakdown by format for the past 13 days:

- OverDrive Music—40
- Adobe Reader—52
- OverDrive MP3 Audiobook—62 (out of 64 total)
- OverDrive WMA Audiobook—417

Most popular title? Deadly Nightshade by Cynthia Riggs (an always available title).

## Customized Policy Lists—Circulation

We are going to begin creating customized policy lists for patron profile, UserCat1 and UserCat2 for libraries using the Java Workflows client. We will begin alphabetically with the public libraries first, then academic and finally K-12 members. Bob Demanche will email the circulation contact and director of each library when customization is done for that library. You will only see the codes your library uses. If patron comes to your library with a patron profile or category your library does not use, the code will appear as \*\*\*\*\* in Modify User. If the patron is registering for a card at your library you can modify these codes even if you can't see them. The patron profile will appear in the Patron Information that displays at the top of your Checkout Screen. If you see that we did not include a code you thought you were using please email [eservices@sailsinc.org](mailto:eservices@sailsinc.org).

Creating customized lists for Cataloging is more time consuming and we will begin working on that when Circulation is complete.

## Constant Contact—advertising and email marketing solutions

For over 15 years, the Middleborough Public Library has been mailing out newsletters to no less than 600 hundred people with our Friends group paying for postage and supplies. Marjorie Judd was very ambitious and produced a monthly newsletter. This was an extremely staff intensive process and caused the demise of several copiers. When I became Director, I cut it down to a quarterly publication and had it printed by MassCorp, the Department of Corrections service at a very good price. Using offsite printing meant that we had to prepare it far enough ahead of time to allow for printing time and delivery, sometimes as much as two weeks ahead.

At the suggestion of one of our Trustees, I recently signed on for a 60 day trial with Constant Contact. This advertising and email marketing solutions company provides numerous templates to choose from and makes creating a newsletter a snap. Once completed, the newsletter is sent to everyone on your mailing list in a matter of minutes. My first message went out to 68 people including Trustees, officers of the Friends, and people I knew would appreciate an email from the Library. Laurie Lessner was kind enough to broadcast a message to our patrons with a link to the subscription page. Within a week, we had 348 recipients on our list. The trial version only allows 100 names. For up to 500 recipients, the price is just \$15 / month and if you pay for 6 months upfront, there was a 10% discount. They also have a survey feature which I have not looked into since we can use Survey Monkey through SAILS.

I have only sent out two issues, but am very pleased with the results. Now all I have to do is convince another 300 people from the old mailing list to learn to love email!

~ Danielle Bowker, Director  
Middleborough Public Library

## Executive Directors Report

(Continued from page 1)

before the economy began to sour - I am sure we would receive many more comments if we repeated this survey today. Our subscription to Survey Monkey allows us to work with libraries in developing surveys specifically for their users. This could be a tool that can be used to build the case for your local library.

The bottom line is that when cities and towns turn to libraries to balance their budgets, the SAILS network will be there to provide each library with factual information to enable them to describe the crucial role it plays.

\*See our [value of service mini-site](#) to view the patron comments and find other tools and articles about libraries.

## Mark Your Calendars!!

WEDNESDAY FEBRUARY 11, 2009 The Chateau Restaurant of Norton presents: **The Chateau Sponsored Fundraiser**. We are providing a community outlet to local non-profit groups for fund raising. This is a great way to raise money for important community organizations that are often not financially supported to the extent of what is needed to succeed.

On **Wednesday February 11, 2009**, bring this fundraiser ticket and enjoy dinner or order take-out from the Chateau Restaurant of Norton. When paying your check, give the waitperson your ticket. The ticket will be attached to your check. The Chateau Restaurant will contribute 20% of the total bill to the:

**FRIENDS OF NORTON LIBRARY**

For Take-out orders, please call  
508-286-4050

## Statewide Library Planning Meeting

The Massachusetts Board of Library Commissions will be sponsoring a one day planning session on Monday, Maureen Sullivan, library consultant, will be the meeting facilitator. The event will be held in Worcester at the College of the Holy Cross. Regional Library Systems, Automated Networks, MassCat and the Board of Library Commissioners have been invited to participate. Each organization was invited to nominate 7 participants (board members, staff, and member librarians). SAILS has nominated Melissa Campbell (President), Manny Leite (Vice-President/President-Elect), Carole Julius (Treasurer), Frank Ward (former Board Member), Robin Glasser (former Board Member), Debby Conrad (Executive Director) and Laurie Lessner (Assistant Director).

The purpose of this planning day is to think together about the changing demands for library service in the next 3 to 10 years, to examine the values that drive our development of these services, and to list what we see as the core services that libraries need from regions, networks and MBLC. Working groups will be formed to examine how these core services can best be provided.

**Wed 2/11/09 Time: 5PM-  
CLOSE**

**Chateau Restaurant of Norton**

*Italian Family Dining*

**48 Bay Road Norton, MA 02766**

**SPONSORED FUND RAISER**

**20% OF THE FOOD AND BEVERAGE  
PROCEEDS TO BENEFIT:**



**FRIENDS OF NORTON LIBRARY**

**TAKE OUT ORDERS INCLUDED | ONLY ONE  
TICKET PER GROUP NEEDED | DOES NOT  
APPLY TO DELIVERY ORDERS**



**SAILS Library Network**  
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**Middleboro, MA 02346**  
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## Network Statistics

### SAILS Staff

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	December '07	December '08	Total FY'09
Total Intranetwork Loans	56,012	52,642	353,710
Total Items Circulated	281,407	324,699	2,265,093
OverDrive Circulation	691	960	5,532
Tumblebooks	1,842	2,560	15,210
VirtCat Items Borrowed	897	1,092	6,552
VirtCat Items Loaned	460	539	3,319
Cataloging Requests	4,554	3,648	23,531
WebDewey Sessions	96		488
MARC Records Added	2,952	3,708	23,097
Patrons Added	2,325	2,001	24,634
Patron placed holds	37,163	42,768	286,309
Total MARC	996,407	1,054,460	
Total Holdings	3,511,522	3,603,054	
Total Patron	430,394	429,624	
Total Uptime	99.93	97.1	

### Upcoming Events

- 2/1/2009 Patch Cluster Installation  
6 am to 9 am
- 2/4/2009 Budget Committee Meeting  
10 am to noon, SAILS
- 2/18/2009 SAILS Board Meeting  
10 am to noon, SAILS
- 2/19/2009 Non-print materials discussion : Music CDs  
10 am to noon, SAILS
- 3/5/2009 Virtual Catalog Training  
9:30 am to noon, SAILS  
1 pm to 3:30 pm, SAILS

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

## February 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28