SAILSNetwork News

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Why Go Mobile?

Gartner reports that the US sales of smarphones have grown from 67 million in 2010 to 95 million in 2011, becoming the highest-selling consumer electronic device category. Nielsen reports that 43% of US mobile phone owners had a smartphone as of October 2011. Google's Android operating system dominates the market followed close by the Apple iOS. The number of Americans who own tablets and dedicated ereaders is growing rapidly as well. One in every ten American adults now has an iPad or other tablet. 79% of consumers said they would prefer a tablet over a laptop. Analyst firm Juniper Research has estimated that tablet sales would reach 55.2 million units by the end of 2012 compared to a total of 25 million units for dedicated ereaders.

Library patrons' usage of mobile devices is increasing, influencing their expectation. This means that libraries need to develop mobile app strategies and increase the size of their ebook collections. This is particularly true for library patrons in the 21-40 age group.

What are the most common library app features requested by patrons?

Search the library catalog
Renew checked out materials
Put a hold on library materials
Discover new or recommended titles
Look up library information
Find review of books
Access my account
Checkout library materials with my phone
Find readalikes
Download ebooks
Download audiobooks.

Of all of these features, your patrons have access to all except for checking out library materials with my phone when they use the Bookmyne app for Android or for iPhone. SAILS is publicizing the availability of this free app to your patrons and the network will also be providing tutorials for staff members so they can answer the patrons' questions (see "BookMyne Promo" article).

And the winner of the 2011 SAILS Trivia Challenge is ... the Richard's Memorial Library!

The Richard's Memorial Library in North Attleboro was the only library that had staff submit answers every single month. They also finished the year with 174 correct answers.

Since they were such great participants, they have won the honor of being our SAILS Trivia Champions! Staff will enjoy a catered pizza party and special plaque to honor their efforts. Great job!

E-reader Workshop Success Story

It was standing room only at the E-reader Workshop at the Raynham Public Library on January 18, as eager Kindle and Nook users crowded in to learn how to access the OverDrive online library. After an introduction to the OverDrive service, participants were taken step-by-step on a visual tour that included login, browsing, searching, placing holds, checking out, and managing their account. For downloading to their personal device, the group broke into three separate groups - Kindle users, Nook users and Android users– with a library staff member who demonstrated the process for their individual device. The library provided handouts of tips for downloading, and an opportunity to sign-up for one-on-one tutorials. Eden Fergusson, Library Director, summed up the night - "Everyone had fun, and we learned from each other. There was lots of enthusiasm and interest. We definitely plan to hold another e-reader night soon."

New SAILS Staff Member

Welcome to the newest member of the SAILS staff; Gregory R. Simon. Greg has been working since the beginning of January in the position of SAILS Bookkeeper. He has worked in all aspects of bookkeeping and has made life much easier for us in the office (especially Debby!). His number is 508-946-8600 x210 and he can be emailed at: sailsbusiness@sailsinc.org.

Items Missing In Transit

Here is a quick tip we received from Joan Roan at the Ames Free Library in Easton:

If you cannot find an item on the "clean holds shelf" report, be sure to contact the patron who had originally requested it. They may have taken it home without it being checked out.

BookMyne Promo

Last month we reported that the newest version of the BookMyne is available. Last week we sent out marketing materials that included a press release and a flier to give to patrons. The flier points to a page on the SAILS site with information on mobile access to the e-catalog—http://sailsinc.org/mobile.asp. We also link to a great video tutorial from the Boise Public Library that shows some of the more unintuitive ways the app works. If you haven't had a chance to look at the app, and have an iphone/ipad or android phone, the app is called Bookmyne 3.0 and is available in your phones app store / market. If you don't have a device where you can install an app, certainly check out the video tutorial (http://www.youtube.com/watch?v=rDWzrw75n1g) because it's a fine way to get familiar with the app. Patrons will be asking, so be prepared!

Voice Notification

In the summer of 2011 a committee was formed to evaluate the different options available to SAILS for notifying public library patrons about holds and overdue notices. There were many factors driving this project: the damage occurring to the 3 part notices when being handled by the US Postal Service, the increasing postage costs, the staff time spent making telephone calls, the increasing costs to SAILS for notices and printer maintenance.. The committee investigated several options – voice notification for holds and first notices, moving from 3 part carbon mailers to laser printed notices, and continuing with what SAILS is doing now. A detailed cost benefit analysis was done. Ben Phinney (SAILS) compiled statistics on notices currently being printed and phone calls being made. He also interviewed people from several large consortia currently using voice notification.

The committee presented its findings to the membership at the January 18, 2012 meeting. The committee recommendation was that SAILS cease printing notices at the central site for all but bills. Patrons will be given the option of being notified via email, text message, or voice notification. The project will commence July 1, 2012 which will give libraries sufficient time to update patron records. This recommendation was approved.

Now the SAILS officers have appointed a new implementation committee. That committee is charged with serving as the advisory board as the network begins to update the system and set policy for the new service.

Implementation Committee Members
Deborah Conrad, SAILS
Laurie Lessner, SAILS
William Schneller, Berkley
Ben Phinney, SAILS
Carol Magner, Lakeville
Debra Dejonker-Berry, Halifax
Laurel Clark, Fall River
Melissa Campbell, Plainville
Robyn Bryant, Taunton
Sue Cordeiro, Somerset

Committee decisions and recommendations will be submitted to the SAILS Board. Documentation and instructions will be sent to public library directors and circulation contacts.

More information about this project will appear in the monthly newsletter as it becomes available.

Integrating iPads and Tablet Computers into Library Services (ALA TechSource Workshop)

This exciting topic was discussed at the SAILS' New Technology Committee meeting. In our discussion, the uses included remote circulation (at a park, COA, library or town program, etc.), as well as reference in the stacks and being where the patron is. If any of this these ideas sound interesting, and I'm sure many more will be shared, take a look at this ALA workshop.

Thursday, March 8, 2012, 2:30-4:00pm Eastern: Session 1
Thursday, March 15, 2012, 2:30-4:00pm Eastern: Session 2

Spurred by the launch of the iPad, the use and popularity of tablet computers has exploded. Tablets offer major potential for library services, including the ability to increase productivity and improve your library's programs in such areas as reference services, collection management, and library instruction. In this two-part ALA TechSource workshop, Virginia Tech librarians Rebecca Miller, Heather Moorefield-Lang, Carolyn Meier will share their experiences with a multifaceted program, guiding you step-by-step in building a tablet program, from choosing and purchasing tablets through deployment.

Topics include:

- Comparing platforms and features of tablet computers and other mobile devices

- How to select and purchase according to your library's needs and technology environment

- Developing policies related to tablet circulation (among both patrons and library staff), connectivity, and content

- Ways to use tablets to increase staff productivity and enhance professional development

- Using tablets to enhance reference and instructional services, collection management, and administrative responsibilities

Register at the ALA store—to navigate to it, go to: Home > Books / Professional Development

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Network Statistics

	Dec '12	Dec '11	Total FY'12
Total Intranetwork Loans	**50,517**	47,680	**337,361**
Total Items Circulated	**317,739**	299,701	**2,255,553**
Gutenberg	**532**	221	**1,887**
OverDrive Circulation	**7,329**	3,175	**34,140**
TumbleBooks	**18,936**	11,000	**79,254**
All Formats Circulated	**344,536**	314,097	**2,370,834**
VirtCat Items Borrowed	**919**	903	**6,271**
VirtCat Items Loaned	**495**	437	**3,509**
Cataloging Requests	**34,217**	3,438	**52,674**
MARC Records Added	**10,758**	3,526	**50,758**
Patrons Added	**2,045**	1,469	**24,008**
Patron placed holds	**41,026**	41,069	**283,036**
Total MARC	**1,133,717**	1,104,178	
Total Holdings	**3,758,347**	3,698,174	
Total Patron	**465,996**	457,352	
Total Uptime	**99.9**	95.67	

Upcoming Events

- **2/7—Adding records using the Java Workflows Client**
  9 AM—11:30 AM, SAILS—This is a hands on workshop Register online.

- **2/15—Board Meeting**
  10 AM—12 PM, SAILS

- **2/16—Digital Collections Advisory Committee**
  1 PM—3 PM, SAILS