SAILS Network News

Volume 13, Issue 2

Executive Director's Report

February 2013

Our FY13 Action Plan had a number of projects that are supposed to be finished before June 30, 2013. We are mid-way through the year – how close are we to accomplishing what we started out to do?

We have implemented new methods of notifying patrons about holds, overdue items, and items about to fall due. All but 3 of the SAILS public library members are now using a combination of automated voice notification, email, and text messaging for patron notices. The service has proven to be reliable and cost effective.

The network has improved its email capabilities by migrating to the Google Apps for Nonprofits. Staff accounts now have better spam blocking, higher storage capabilities, and easier access to email regardless of device being used.

The network is replacing and updating Directors Station. Immediately following the installation, SAILS has training sessions scheduled later this month for interested members on how to use the new version of Directors Station.

SAILS staff members have made 106 onsite visits to 38 individual member libraries. The network has conducted 59 training sessions.

Our goal was to increase the number of responses to surveys sent to directors/staff. We received 100% participation in the survey regarding online bill/fine payment. Our response rate for other surveys still remains at about 50% of possible respondents.

We are beta testing the Enterprise Discovery Platform. The anticipated "live date" where the network aggressively markets the use of Enterprise is mid-March. SAILS has subscribed to the SirsiDynix eResource Central product intended to provide patrons with a more seamless interface from catalog to Overdrive resources. SAILS has also requested that Overdrive schedule migration of our existing site to the new Overdrive Next Generation Digital Lending Platform as soon as possible and it should be switched over close to February 14th.

SAILS has added a number of digital collections to its Digital History Collection since July 1, 2012 – Carver's Cranberry Label collection, Halifax's Marriage Intention Collection, West Bridgewater's Howard High School Yearbooks, and several collections from the Fiske Public Library in Wrentham. The SAILS

Digital History Collection is now being harvested by the Massachusetts Digital Commonwealth and items are incorporated in the statewide portal.

SAILS staff members are active participants in statewide initiatives and professional organization, ensuring that network members' interests are represented. I have been serving on the Virtual Catalog Contract Negotiation Team, responsible for agreeing to licensing terms with the vendor that will be replacing the exiting Virtual Catalog. Laurie Lessner is serving on the statewide Discovery Platform advisory committee as well as chairing the MLA Public Relations Committee. Kristin Slater is past chair of the MLA Technical Services Division and is now serving on the NELA Conference Planning Committee.

The PC Support department has closed more calls in a single month than at any time in the past five years. It has reduced response time to trouble tickets to meet stated guaranteed response time. Turnaround time for new computer installations has also improved.

The Cataloging Services Department services have expanded to include support for Marc records for various electronic formats such as ebooks and streaming video subscriptions. An effort has been made to reduce the time that difficult to catalog titles remain in the backlog.

The final six months of this year will be devoted to improving the user experience with the addition of an online payment option for fines and bills, easier access to Overdrive titles, and participation in the statewide EBook initiative which is tentatively scheduled for launch in May 2013. As always staff members will be available to provide assistance to all of our member libraries either through timely responses to email inquiries, on demand web based training, and onsite training opportunities.

New SAILS Staff Member

Welcome to the newest member of the SAILS Staff, Ginny Berube! Ginny joins the staff as our part-time bookkeeper. She is your c ontact for all questions   regarding orders, invoices, or network fees. Ginny had been a trustee at the Dighton Public Library for several years and is very familiar with the network and its services. We are very happy to have her join our team.

Her email address is gberube@sailsinc.org and her extension is 210.

New Overdrive Lending Periods

Starting today your patrons will have the option to check out eBooks and Audiobooks for 7 days, 14 days, or the new option of 21 days. The default is 7 days but they can change their default in their account or at the time of checkout. In case they ask, these titles cannot be re-newed - the publishers still don't allow it.

Southeastern MA Libraries Legislative Breakfast - Make it work for you

In last month's Library Journal, there was a great article, Top Four Things Library Supporters Can Do To Make a Difference (URL: http://lj.libraryjournal.com/2013/01/advocacy/top-four-things-library-supporters-can-do-to-make-a-difference-advocates-corner/), that told how to use your time well when working with legislators. This can be used for anyone contacting their Representatives for any reason, not just in libraries. Since the Legislative Breakfast (Feb. 8th) and Library Legislative Day (March 26th) are upon us, we thought it would be a timely article to share.

First Tip - Be specific

If you're asking the Representative to support libraries in general, or your town's library, it isn't making an easy call to action. What do you want them to do? Do you want them to support a bill? participate at an event? speak at a conference? Give a specific request and you're more likely to get a positive response.

Second Tip - Know your Rep

Who does your Representative serve? You should have a connection to them before you make a request. Find out their legislative interests by seeing how they've voted in the past. "For example, if he or she has introduced legislation on small business issues, talking about how your library has helped people start small businesses would be a good way to attract the policymaker's attention. And remember that libraries connect to everything. If necessary, you can always fall back on "we can help you research [insert legislator's favorite issue here] if necessary." Also find out if they are fiscally conservative and if so, you may want to approach the request by saying how you're saving money or supporting local business, "while a member of Congress interested in civil rights issues might be more interested in access and equity concerns."

Third Tip - Use the "SPIT Technique"

"**Specific**: What do you want? Remember to ask them to engage: 'come visit our library' is better than 'our library provides valuable services.' Why would the elected official want that? What interests him or her and how does what you want connect to their interests?

Personal: How have you improved people's lives? Is there a good individual story you can tell (i.e., so-and-so learned to read through the reading to the dogs program).

Information: How many people use the library? How many have you helped? What special services do you provide?

Trustworthy: How specifically will you follow-up to build a long-term relationship? Why should they trust you?"

Fourth Tip - Follow-up

Contact your Rep after your initial response or meeting with more information, answers to questions they may have had, thank yous. Be sure to keep in their radar - follow them on social media and "commenting positively", ask to meet with them locally, have your supporters contact the Rep.

"Through your advocacy efforts, you'll also play a critical role in promoting an environment of civic engagement of benefit both to your community as well as democracy at large. And isn't that what libraries are all about?"

Please read the full article online at: http://lj.libraryjournal.com/2013/01/advocacy/top-four-things-library-supporters-can-do-to-make-a-difference-advocates-corner/

Find more advocacy resources:

ALA Advocacy and Legislation Page (http://www.ala.org/advocacy/advleg) - includes links to campaigns and tools

MLA Legislative Committee Page (http://mla.memberlodge.org/committees/legislative) - includes Legislative Breakfast Toolkit and will have information about other political events in the state, including Library Legislative Day.

eResource Central

The following is an article from Sirsi regarding the soon be released eResource Central, which is a product that integrates with Enterprise in order to give patrons a more streamlined experience with digital content. SAILS will be implementing this product as soon as it is available. It will allow our patrons to checkout items from Overdrive without needing to go to the Overdrive website. Enterprise will be a one-stop-shop for both our physical and digital book collections.

"Furthering its initiative to make e-resources easily accessible to library patrons, SirsiDynix® today announced its intent to integrate the OverDrive API toolkit into the soon-to-be-released eResource Central. SirsiDynix's eResource Central will provide one-click electronic resource and e-book delivery. The initiative with OverDrive is a major step forward in the project, making available OverDrive content in a meaningful integration that will benefit both libraries and their users.

SirsiDynix has enjoyed a long and productive partnership with OverDrive," said SirsiDynix CEO Bill Davison. "As an industry leader of integrated library system solutions, we are excited to work with the global leader in e-book distribution to provide simplified management and access to some of the most extensive e-book collections in the world. Integrating the OverDrive APIs from their recently launched Developer Portal into the SirsiDynix eResource Central product, we'll be able to provide a simplified, powerful experience for our libraries."

Collaborating with SirsiDynix on this project enables OverDrive to deliver more powerful, integrated solutions for our mutual customers," said Claudia Weissman, OverDrive VP of Library and Educational Sales. "We look forward to seeing the significant benefits that eResource Central will bring.

eResource Central simplifies the discovery and delivery of e-content to users however, wherever or whenever they need it. eResource Central will be available to 100% of both SirsiDynix Symphony® and Horizon ILS customers via the BLUE Cloud clients which include the SirsiDynix Enterprise® and Portfolio™ discovery solutions, as well as through SirsiDynix® Social Library™ on Facebook and the BookMyne™ mobile app. eRC will also be available as part of the new client applications to be shown at this year's annual COSUGI User Conference. eResource Central bridges the gap between content providers and users, enabling libraries to manage and deliver e-resources seamlessly and cost-effectively, while also handling traditional collections with proven solutions used by more than 3,600 libraries worldwide.

For library users, eResource Central provides simple access to library resources, including e-books and e-journals, via a single user interface. This simplifies requests, downloads and matching of compatible e-books and e-reader formats. eResource Central will include full support for many e-readers as well as other e-content formats, along with their associated digital permissions. For libraries and library staff, eResource Central enables cost savings and simplifies the process of delivering content of disparate sources and formats to users by managing licensing and access rights; maintaining MARC records and metadata for library e-resources; integrating e-resource usage into circulation reporting; and managing electronic content acquisition and creation. To further support SirsiDynix library customers, eResource Central also provides end-user tools to simplify the e-resource access and download process.

eResource Central also offers economies of scale for customers, taking advantage of SirsiDynix's cloud environment and expertise to reduce the need to load and index e-resource collections locally while maintaining the library's ability to present staff and end users with a single discovery interface for all library resources. With more than 750 customers and 1,000 product implementations in the SirsiDynix cloud, eResource Central builds on time-tested and proven technology."

Bill Notices on 8 1/2 x 11 Paper

The next step in our effort to reduce our expenses printing notices is to stop printing bills on three-part mailers. Our current supply will run our in March, and we expect to begin using 8 ½ x 11 paper by March 1st. Our reasons for seeking a new method of printing bills is because we no longer pay maintenance on the system printer. We are also moving the SAILS offices in the Fall and don't want to move the printer as well. Finally, the paper we have been using is very expensive.

The current Assumed Lost Report actually formats nicely into a mail-able notice, which we will begin using when we switch to standard sized paper. This report formats in such a way that you can easily fold it into thirds and send in a standard window envelope. We will send the notices through delivery as normal.

Since everyone already has an assumed-lost report run, if your library wanted to start using your report as a source of printing your own bills, SAILS has printer settings to help get them formatted correctly. If these settings don't work, as long as we can log into the computer we can assist in the setup. If you do get them working properly at your library, SAILS can stop printing your Bill notices as well. This means you can notify your patrons faster!

New Gmail Feature

We had previously reported an issue with Gmail where parts of a conversation weren't being copied from email to email when you hit reply. After extensively researching this issue, we discovered that it is actually a new Gmail feature that we weren't aware of. When anyone ran into this problem, they had used this feature without realizing it.

If you highlight text in an email and then reply, having that text highlighted, only the highlighted text will be part of the reply.

This is a new feature within Gmail called 'Quote selected text.' You can read about the new feature at:

http://gizmodo.com/5963768/the-best-secret-gmail-feature-is-hiding-in-plain-sight.

Making Signatures in Gmail

It is helpful for us at SAILS to know who we are receiving emails from when support requests are placed via email. Since we have such a large network we don't always know everyone at every library, or who's email address is who's. With Gmail, you can very easily make a signature that attaches to every email you send, so you don't have to worry about identifying yourself in your communications.

Go to the gear icon in your inbox.

Select settings from the dropdown. The first tab displayed should be the General Tab. Scroll all the way down until you see the Signature section. Once you have made a signature with the text editor, make sure the radio button is on for this feature and you are done.

You can read more about Gmail signatures on their help page: http://support.google.com/mail/bin/answer.py?hl=en&answer=8395

SMS Slowness Issue

Many libraries have experienced a noticeable lag when saving information to the SMS Tab in workflows. We have investigated this issue with Sirsi and wanted to advertise the two reasons they have identified for this behavior.

The first reason is why this happens at all. Sirsi doesn't think that we will ever see the same performance time as you would on other modules because of the way that this SMS feature works. It uses a separate database and a different connection between that database and the others. Consequently, the time to process requests is increased.

The second is what happens when updating the SMS tab isn't just slow, it is really slow. Even taking up to several minutes in the worst cases. They believe this is a problem that occurs when you have a lot of heavy use in workflows. This means peak hours, when a lot of users are logged in network-wide and making similar requests in the system.

There is unfortunately no solution to this problem besides being a little patient.

TechAtlas for Libraries Service ending in March

Several SAILS libraries have used Tech Atlas for Libraries. If you have done an inventory or used their site in any way, please read of upcoming changes.

For almost 10 years, public libraries have used TechAtlas for Libraries as a tool to aid in technology planning and hardware and software inventory management. However, it has become clear that TechAtlas has come to the end of its natural technology life cycle and will soon no longer be able to support the needs of libraries. Therefore, the TechAtlas service will no longer be available after March 29, 2013.

As we prepare for this transition, we are recommending that libraries that use TechAtlas for hardware inventory and the Event Tracker feature move their inventory to a freely available tool called Spiceworks. Spiceworks currently has 2.3 million users and an active online support community as well as technical support available to help users with the tools.

To support library staff who are interested in learning more about Spiceworks, two free online training sessions will be held to introduce TechAtlas users to Spiceworks. Staff from both TechAtlas and Spiceworks will be on hand to answer questions from users and demonstrate the features. You can learn more about Spiceworks and register for the free training sessions or view the recorded videos here: http://spiceworks.com/techatlas.

February 1: setting up your inventory in Spiceworks
February 5: using the Spiceworks Help Desk tools (similar to the TechAtlas Event Tracker)

Spiceworks has also established a TechAtlas user group where users can post questions and get responses from the Spiceworks community and will also be monitored by TechAtlas staff to make sure that we get any issues resolved. Please feel free to join and follow the conversation on the Spiceworks site. Please check for instructions on joining the group.

For libraries that use TechAtlas for technology planning, we will continue to update and maintain the technology planning resources on WebJunction.

Thank you for your support of TechAtlas over the years; we are looking forward to helping the team at Spiceworks build a vibrant community of library users in the coming months. We appreciate your patience as we prepare for this transition, and we will post updates and any new information to the TechAtlas site.

Please feel free to contact TechAtlas at morgank@oclc.org with any specific questions or concerns.

Titles with 50 or More Holds

We wanted to remind everyone that we post a list of the titles with 50 or more holds on our website every week. This a good resource to frequently check for several reasons. First off, this list is primarily posted to be monitored for Collection Development purposes. It is always good to know what people are interested in reading so you know what to buy.

This list can also be helpful particularly with titles that have lots of holds and very few copies. Patrons often place a hold on the first item they see, rather than the title with the most copies or one owned by their library. When this happens, they end up on hold for an edition with very few copies when there are other editions with many available copies. The problem with this is patrons end up waiting a lot longer for their holds than they actually need to. It would be a good idea for the library to see if these patrons' holds should be moved to a different edition so the hold can be filled faster.

This list can be view here on our staff site whenever you need it:

http://www.sailsinc.org/WeeklyHolds.asp

Rob Maier, Director, Massachusetts Board of Library Commissioners Announces Retirement

Rob Maier, Director of the MBLC, announced his retirement at the January 2013 meeting of the Board of Library Commissioners. His last day at the MBLC will be March 15, 2013. Some of you may know his name but most of you probably are not aware that SAILS would not exist without his support and assistance during the time the ABLE and SEAL networks were discussing the possibility of merging operations. In his position as Head of Library Development, he encouraged the planning committee to move towards a merger and through a combination of LSTA and State grants provided the newly formed organization with funds to develop a new infrastructure. The success of library automation and resource sharing among SAILS members would never have been possible without Rob's encouragement and support.

Library organizations throughout the Commonwealth are coming together to recognize and celebrate his accomplishments at a reception to be held at the JFK Presidential Library on March 5 from 6:00 – 8:30 p.m.   The SAILS office will be coordinating a carpool leaving from the SAILS office at 5 p.m. for those people interested in attending. So save the date and watch your email for more information about the event.

Next Generation Content Reserves

We are delighted to announce that the Next Generation of Content Reserve will launch on February 14. This release is a compilation of the most requested features that you have shared with us.

To prepare for the launch, please take time to review the following recorded training:

30-minute training (view anytime, anywhere)

User reference guide (an overview of features and functionality)

In addition to the newly designed interface, enhanced search performance and improved ease of use, selectors will enjoy these new features:

Mac and iPad support: Users will be able to browse and purchase eBooks and other digital media on a Mac or an iPad.

Expanded browser support: Content Reserve will be available for use in multiple browsers including Internet Explorer, Google Chrome, Mozilla Firefox, Safari and others. Internet Explorer 7 users will need to install the Google Chrome Frame plugin to take advantage of web technologies such as HTML and CSS3. The free plugin will be automatically prompted to install and only takes a few moments.

Multiple carts: Users will be able to create dozens of active shopping carts, which will allow for improved organization of digital content during the selection process. For example, a Young Adult selector will be able to have a YA Mystery, YA Romance and YA Nonfiction cart, and define which is the 'main cart' to add titles with just one click.

Save searches: Frequent queries can be saved, named, and pinned to the homepage of Content Reserve so selectors can run the same search with one step and save a tremendous amount of time.

Enhanced search: Browsing and searching our catalog of hundreds of thousands of digital titles will be faster and easier with improved search functionality. This includes a faceted search, which will allow a user to focus search results by format, price, subject, etc.

Content Organization: Content will be organized in three sections: One Copy/One User, Metered Access (e.g., HarperCollins eBooks, etc.) and Simultaneous Use (formerly known as Maximum Access).

Simplified reports: The number of reports has been reduced, and data from some reports has either been consolidated or moved to a logical location elsewhere in Content Reserve. The layout of data within each report has been reconfigured for easy viewing and customization.

Improved Support tab: In addition to a simple form to request assistance from OverDrive's Support Services team, a new section has been added that shares the names and contact information for your library or school's contacts at OverDrive. This will help connect users to the OverDrive team quickly and easily.

"The ability to work in multiple carts simultaneously is a major breakthrough." – Patricia Lowrey, Technical Services Administrator, Cleveland Public Library (OH)

The above features are designed to improve efficiency and reduce your staff's time and effort for growing your OverDrive-powered digital collection. In order to launch the new Content Reserve, we had to leave a few features behind for the short-term, but plan to bring some back soon. These include:

Maximum Access (now called Simultaneous Use): With this interim release, titles offered in the simultaneous use model will not be available for purchase under a user's account. If your library or school is interested in reviewing the Maximum Access plans, or renewing a Maximum Access subscription, in the short term, please contact your Collection Development Specialist (collectionteam@overdrive.com) and he/she will provide more information.

Community Reserve: The ability to upload local content or add local content submitted by other libraries in the OverDrive network will not be available at this time.

It is our goal to ensure that the transition to the Next Generation of Content Reserve is seamless for your library or school. All current carts in your queue, purchase order history, activity data and user accounts/rights will be moved for you. You have no action to prepare for this transition.

We appreciate the suggestions that you have shared to help make the Next Generation of Content Reserve easier and more enjoyable to use. We welcome your feedback as we continue to enhance the ordering tools for eBooks and other digital media.

If you have any questions, please contact your library or school's Collection Development Specialist or collectionteam@overdrive.com.

Regards,

OverDrive's
Collection Development team

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And don't forget about the Next Gen Overdrive catalog coming soon! View the brief intro video and read about Overdrive at ALA Mid-winter.

MLA Public Relations Awards - enter today!

Deadline for submission is only three weeks away!

You know you had some type of program for patrons at your library during the past couple of years. Maybe your summer reading program was awesome or you produced a knock-out bookmark or eye-catching poster or got a lot of great press. You should proudly share these with the rest of the library community. But how? Well, the MLA Public Relations Committee knows how. Enter it into the MLA PR Awards.

All categories of PR materials are eligible from all types of libraries; academic, public, school, and special libraries. Any PR material, produced after February 2011 is allowed for submission. Awards will be presented at the MLA Annual Conference in Cambridge, MA and displayed promenantly. New this year will be the presentation of the Best in Show award at one of our special events!

You can now submit your entry online - http://mla.memberlodge.org/prAwardInfo

If you haven't submitted an entry before, know that we ask for the following information, along with your actual PR item. You will need to write a short paragraph of about 100 words or less, describing why and how your entry was produced, your goals, how it was distributed, and anything else that helped make it successful for your organization. The PR item/material will need to be submitted in an organized, coherent, and attractive (e.g., mount loose items, use photo albums, scrapbooks, etc.) manner. Judges will take your presentation into consideration and keep in mind that these will be set up by people who probably didn't see your original display or have the same space available for a display.

Entries will be judged by graphic design, public relations, media, library, and advertising professionals. If judges work in libraries, they can't be associated with libraries within Massachusetts. We do recruit judges from other states. If non-librarian judges have produced work for Massachusetts libraries, they are not allowed to judge their own work.

Submissions need to be from a current MLA member. To join MLA visit www.masslib.org or call MLA (781) 275-7729.

We have the categories offering plenty of opportunity to show off your efforts, from as big as a billboard to as small as a bookmark!

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Network Statistics

	Dec '12	Dec '11	Total FY'13
Total Intranetwork Loans	**49,851**	50,517	**347,967**
Total Items Circulated	**300,018**	317,739	**2,198,102**
Gutenberg	**426**	532	**1,426**
OverDrive Circulation	**9,017**	7,329	**52,905**
All Formats Circulated	**309,461**	344,536	**2,252,433**
VirtCat Items Borrowed	**792**	919	**4,241**
VirtCat Items Loaned	**493**	495	**2,965**
Cataloging Requests	**n/a**	34,217	**20,862**
MARC Records Added	**n/a**	10,758	**29,784**
Patrons Added	**4,054**	2,045	**25,431**
Patron placed holds	**48,579**	41,026	**343,124**
Total MARC	**1,155,250**	1,133,717	
Total Holdings	**3,784,107**	3,758,347	
Total Patron	**474,112**	465,996	
Total Uptime	**99.73**	99.9	

Upcoming Events

View the full event calendar

- **2/8—Legislative Breakfast**
  8 AM—9:30 AM,
  Lakeville Public Library

- **2/12—Technical Services Meeting**
  10 AM—12 PM, SAILS Meeting Room

- **2/20—Board Meeting**
  10 AM—12 PM, SAILS Meeting Room