

Inside this issue:

- Overdrive's Next Generation Platform 1
- eReader Help and Buying Guide 3
- Overdrive Holds 4
- Overdrive's Test Drive 5
- Mobile Devices 6
- Non-fiction Apps 7
- QR Codes 8
- Gmail Replies 9
- Out of Network Cards 9
- Halifax's Omeka Site 10
- Onshelf Items Wizard 10
- Expired Patron Report 10
- Network Stats & Events 11

Overdrive's New Look and Feel!

With the Holidays behind us, many patrons new and old likely had some kind of mobile device or ereader on their wish lists. We thought it would be appropriate to start the new year with the news letter focusing on Overdrive and mobile devices at the library.

First off is Overdrive's new Next Generation digital lending platform!



Above is a screen shot of a generic test version of the site. Overdrive will soon be revamping our downloadable library collection. Once we are upgraded, we will have the same branding that we currently use and we will have ebooks that can be read in any browser or on a mobile device, without having to download!

It has been a major priority for Overdrive to reduce the amount of steps necessary when using their service. The current checkout process has often frustrated and confused many patrons. Overdrive's goal is to have as close to a one click download as possible.

This is from a post on December 18th off of Overdrive's Digital Library Blog:

"If you've been waiting for the process of checking out library eBooks to become simple enough for your grandmother to understand, this is the season to buy her that eReader. OverDrive's Next Generation platform changes the game for Grandma and everyone else visiting the digital library.

With the Next Generation library websites—now in pilot at CleveNET (Ohio), Prince George's County Memorial Library System (Mary.) and select locations—it's easy for new and returning users to search, browse and check out eBooks, audiobooks, music and video. No more device authentication. No more confusion about formats. In fact, with the option to read eBooks in your web browser via OverDrive Read, Grandma won't need to download any software at all.

All she needs is a library card number and a device with a modern web browser. She can bookmark the title and come back right to where she left off—even if she's not online.

OverDrive will roll out the Next Generation websites for all library partners through the first part of 2013. In addition to One-Step Checkout and OverDrive Read, the completely reimagined library websites incorporate several really great features.

- Responsive design provides consistent user experience across all devices
- Simplification of all features reduces the number of clicks
- Each title bears a simple icon showing format and availability
- Click the bookmark icon to add a title to your Wish List
- Predictive search with filtering options"

You can read the full article by Cindy Orr here: <http://overdriveblogs.com/library/2012/12/18/how-next-generation-changes-the-game/>

Further blog posts from Overdrive have advertised that this new catalog has enhanced Reader Engagement and Increased site traffic. They have found that readers are spending more time on the site and viewing more pages on each visit. On Christmas day, they found that libraries with the Next Generation lending platform had experienced record breaking circulation. Overdrive primarily found that this traffic came from users who were using devices with a web browser that could take full advantage of the new streamlined checkout process.

You can read or subscribe to Overdrive's blog by visiting their site at: <http://overdriveblogs.com/library/>

(Continued on page 3)

Be sure to visit <http://read.overdrive.com/about> to preview their Read program and test out how these titles can be viewed in a web browser. It explains how the service works and lets you checkout some sample books so you can get some hands on experience with this new service. There is also an extensive FAQ page that will answer any question you might have regarding this service.

You can preview Overdrive's new look and feel by visiting other libraries that have been upgraded to the Next Generation platform. Here are two examples to check out:

<http://emedia.clevnet.org/>

<http://brooklyn.lib.overdrive.com/>

eReader Help & Buying Guide at the Dartmouth Libraries

The following article on eBook and eReader help for patrons this holiday season comes from the Dartmouth Libraries. We'd like to thank the entire staff at the Dartmouth Libraries for sharing these ideas:

Borrow eBooks to Read

Your SAILS Library Card offers eBooks that you can download for free from [Overdrive](#). If your SAILS Library Card is from Dartmouth, you have access to extra copies of best-selling titles in Overdrive as well as additional eBooks available from [Freading](#). The eBooks are compatible with most eReaders including the Kindle, Nook, Tablets such as the iPad and many smartphones.

Holiday Gift Guide to eReaders

Are you thinking of getting an eReader this holiday? Dartmouth Library staff are expecting another busy year for eReader gift-giving. The new iPad mini, Kindle Fire HD and Nook HD offer even more choices than before and eBook use continues to rise. Last year, Kindle products were the most popular being used with our library's eBook services. Thinking of giving or getting an eReader or Tablet as a gift this year? Check out these guides to help you decide what to buy:

[Gift Giving Guide - The Best e-Readers of of 2012](#) from Goodereader.com.

[Consumer Reports E-book Buying Guide](#) - The December 2012 issue of Consumer Reports rates e-book readers. Ask at the Desk where to find the magazine in Reference or create a [Zinio](#) account with your Dartmouth Library Card and read Consumer Reports online for free.

[E-Readers 101: A Buyer's Guide](#) - Excellent and comprehensive guide put together by Nancy Gibson and Scott Shumate, two university librarians from Tennessee.

[Kindle vs. Nook vs. iPad: Which E-Book Reader Should You Buy](#) - CNET.com Guide to choosing an eReader.

(Continued on page 4)

Classes to Ring in 2013

Once you have your eReader, the library will be holding informative classes to help you learn how to use your new eReader to download the Library's eBooks. These workshops start in January 2013. *Start the year reading with your new eReader!* The eReader classes are divided into three sessions by type of device:

Kindle Users - Tues. Jan. 8, 2013, 6pm - Southworth Library

Nook Users - Sat. Jan. 12, 2013, 10am - Southworth Library—Tara Martel of Barnes & Noble in Dartmouth will join us for this class.

iPad/Apple Users - Tues. Jan. 22, 2013, 6pm - Southworth Library

Participants should bring their library card, a fully charged eReader and laptop if they have one for use with the 1st editions of the Nook and Kindle. You also need to know your username and password for your Barnes & Noble account, Amazon account or your Apple ID and password.

Make an Appointment for Individual Help

Class schedule not convenient? Make an appointment for individual assistance with your eReader or Tablet. Call 508-999-0726 ext. 377

Happy Holidays and Happy Reading,

The Staff at the Dartmouth Libraries

Transferring Overdrive holds to new card

If you are updating a patron's barcode, always ask them if they have holds in Overdrive first. If they do have holds, be sure to email SAILS their Old Barcode along with their New Barcode and indicate that the patron has Overdrive Holds. Changing a barcode in Workflows does not automatically update Overdrive. Overdrive holds get associated with the barcode the hold was placed with and will not appear when the patron uses their new card until SAILS contacts Overdrive on the patron's behalf.

Although we do have a help form for patrons to fill out on our Overdrive site, having the patron contact SAILS to tell us they received a new barcode number from the library adds many unnecessary steps in this process. We can often find the Old Barcode and get the accounts merged, but it requires some digging through the system and often back and forth emailing with your patrons. The process is much more streamlined if the library contacts us when both the old and new barcodes are still in front of you. It reduces what can be a lengthy process to two steps: you contacting SAILS and then SAILS contacting Overdrive. It also get the issue resolved much faster. If you need us to merge an account on Overdrive, simply email eservices@sailsinc.org and we will get it taken care of for you. Overdrive is often very quick to respond and can get the records merged often within a few minutes to a few hours.

Overdrive's Test Drive

With this holiday season behind us we thought now would be a good time to remind staff of a great program offered by Overdrive: Test Drive.

What is Test Drive?

"Lend and Demo eBook Devices

OverDrive Test Drive is a program that enables libraries and schools to offer eBook devices for lending and demonstration. OverDrive provides guidelines, recommendations, best practices and promotional materials to help you successfully integrate eBook devices into your everyday services, all within publisher copyrights and library policies.

Lend Devices:

Users borrow your Test Drive devices to download eBooks from your digital collection. When a device is returned, our guidelines will help you reset it for the next user.

Demo and Educate:

Use Test Drive devices for hands-on practice downloading eBooks from your digital collection.

Accessibility:

Test Drive includes accessible devices, like the Asus EEE PC, that provide assistive features for low vision and blind readers...

How does Test Drive work?

You purchase devices from the list of Test Drive Devices*.

Use the Test Drive Toolkit and device guides to prepare your devices.

Make your devices available for education, demonstration, and / or lending. With Test Drive, users who don't own devices can enjoy your digital collection. Curious users also have an opportunity to test a device before buying their own.

When a device is returned, follow the Test Drive instructions to remove personal data and prepare the device for the next user.

*OverDrive is not a device reseller

How are Test Drive Devices Chosen?

Devices are selected based on value, compatibility, and ease of use.

(Continued on page 6)

Devices must:

- Enable users to check out eBooks with their library card/user ID
- Support direct download of titles through a mobile website or app
- Honor copyright protection for eBooks
- Respect lending models offered by OverDrive

What are the key goals of Test Drive?

- Raise awareness of your digital collection
- Provide resources to help train and educate staff
- Provide access to digital content for all users through a device lending program"

This information is off of Overdrive's website. To learn more about the program visit:

<http://www.overdrive.com/Resources/testdrive/>.

Mobile Devices at the Library

The next three articles were inspired by a workshop I attended on integrating mobile devices into the library. Most of the network discussion we have about mobile technology seems to center around Overdrive and I was very curious about other uses of mobile technology at the library. I thought it worthwhile to share some ideas I learned during the workshop so it might help us all think about other reasons to become familiar with this technology and how these devices could be utilized in other ways.

One thing we should now consider is that mobile devices are becoming the main method people use to access information and computer software. This is becoming especially more so now that with the introduction of the iPad, tablets are swiftly overtaking the laptop market. Kids are using smart phones and tablets to do homework. Adults are even using them to job-hunt. As a consequence of this shift in the market, staff are probably being asked just as many if not more questions about using a mobile device than they are for general computer use. Even if a library hasn't purchased any devices to circulate to patrons, mobile users tend to prefer to bring their devices with them and utilize your wifi rather than the library's PCs.

One method to combat this techno-barrier is to try and use mobile devices any chance you get. Even purchase one for yourself if possible. Mobile devices are generally very intuitive to use, if you have trouble using them it may simply be because you haven't spent enough time with them on your own. If your library has one you can borrow, check it out. This doesn't need to be a chore either. One reason mobile devices have been exploding in the market is because they are fun, portable, useful and intuitive to use.

(Continued on page 7)

In addition to that, the App market has created cheap software that appeals to nearly everyone's tastes and interests. If your library doesn't have one for you to use, see if a friend or relative has one that they wouldn't mind giving you a tour of.

Staff that own mobile devices may want to consider how they could be integrating them into their own work. One example is the setup SAILS has previously advertised to get a login session running on an iPad so that staff can get a mobile version of Workflows running. Other ideas could be that the web browser on a smartphone can help do simple internet searching without needing to find a workstation to use just to answer patron questions while in the stacks. Even iPod Touches can do this, as well as things like Facetime, Email, and Instant Messaging, which could give staff additional ways to communicate from one end of the library to another. This could be especially helpful in larger libraries with multiple rooms and floors. Many people are even using tablets now instead of a notebook to take notes during a meeting. Another interesting concept if multiple Apple devices are available is AppleTV. A feature that all Apple devices have now is Airplay. This connects with AppleTV and lets you stream the content from your device onto a TV. This could be useful during a presentation or with training larger groups of patrons.

While you might not see the immediate use of a mobile device, it is often the Apps that make them very useful tools. There are so many apps now that fill needs you might not have known you had. The idea is to create a culture that integrates mobile devices into the library, and there isn't one method to accomplish this. If you can create this culture at your library, when the questions do come, every one in the library will be comfortable and prepared to answer them.

Non-Fiction App Curating

Another mobile concept you may want to start thinking about is how mobile Apps fit in with what you do at the library. Above I mentioned productivity and finding ones that interest you so that you can become comfortable with the mobile platform. What might be worth starting to think about is the concept of curating a Non-fiction App collection for your library. While purchasing a mobile device for your library, or yourself, can be a costly investment, more often than not purchasing the mobile apps for them is a relatively inexpensive investment. Many are free or as low as \$0.99. Apps can be fun, increase productivity, and be educational, too.

Devices generally have some kind of App store built into them. Inside the store, apps can either be searched for or easily browsed by subject. Apps generally have reviews attached to them as well and many websites like PCmag.com that review software are also reviewing apps now too.

If your library does not own a mobile device yet, you could approach app curating as you would a list of suggested sites or reader's advisory and give your patrons a list of trust worthy apps to consider if there is any areas they are interested in. Just like you would with any other non-fiction information source.

-Ben Phinney

QR Codes

Finally, I wanted to discuss QR Codes. I have been familiar with them for awhile but never really realized what their potential was, or what kind of power was behind them. Maybe this is why I feel like I was struck the most by this topic during the workshop. They can be a really creative way to connect with your patron while they are in the library building or even anywhere you might physically advertise your library's service. I hadn't considered how something like a QR Code could effectively connect what you do in a physical space with what you are doing digitally.

QR Codes are an often under discussed part of the growing mobile culture. If you aren't familiar with what they are, you've probably seen them all over the place and never realized it. They are a kind of barcode. Sometimes called a 3d barcode. Instead of a series of lines it is arranged into a series of boxes within a box. How this fits in with the mobile culture is that there are apps that allow the camera on a device to scan the code to access mobile content and information from the web. They are on billboards, promotional material, cereal boxes, and sometimes seemingly random locations. They act almost like a hyperlink, but in this case you aren't linking a web page to another web page, you are hyperlinking reality with the digital world.

Companies generally use them to further advertise their products and services. How they can also be used at the library is to bring back some serendipity to patrons as they search the physical building. QR Codes can easily be generated by using any free online QR Code generator. Here is an example of one that is free and very simple to use: <http://www.the-qrcode-generator.com/>

By strategically placing them around the library it offers patrons a fun way of discovering what the library has to offer online. For example, you might have a display in the library. You could also put a QR Code on the display that linked to online reviews and read-a-likes, or other digital content on the same topic. You could even use them to advertise events at the library. They can basically be used to link your patrons to any content on the web you want.

Here is a video of how one record company used QR Codes to set themselves apart from the crowd. The music may not be your cup of tea, but you have to applaud their inventiveness:

<http://www.youtube.com/watch?v=IwURImYOK1Q>

-Ben Phinney

Where will this code take you?



Replying in Gmail

When this newsletter is sent out, nearly all staff using an email account hosted by SAILS should now be using Gmail. As we discover new and better ways to effectively use this service we will keep advertising them. As well as make staff aware of any known issues too.

If you've ever had a long email conversation back and forth with someone (this has nothing to do with Gmail's conversation view), then notice that only the most recent message seems to be included in your response, you might be a little confused if you are used to the whole thread being included below your response. We think this is happening because of a difference between replying to an email with the reply form at the bottom of the message and the reply button at the top of the email. The reply button includes the entire conversation in your response, where the form box seems to sometimes only includes the most recent message.

We are looking into a fix for this issue. It may even have something to do with Gmail's new compose view. Turning it off may even solve the problem if you are experiencing it. For now, it is just something to keep in mind when replying. We will inform everyone of a solution to this problem when we find one. We just wanted everyone to know that we are aware of the issue and are looking into it.

If you have any questions about Gmail, whether it be an issue with your account not working right or a setting you would like to see if there is a fix for, please email eservices@sailsinc.org.

Out-of-Network Patron Card Policy

This is just a reminder of our Network Policy on how to handle in-state patrons who want to use your library's services from another Massachusetts Network. This has nothing to do with any out-of-state patrons.

Policy – Out of Network Cards:

Public library members in SAILS must accept out-of-network cards rather than issue new cards to patrons coming from a different Massachusetts library network.

Procedure

1. The first time an out of network patron uses his/her card, their patron information is entered into SAILS following standard patron data entry procedures.
2. A small sticker (available to order from SAILS) will be placed on the card by the library entering the patron information in the SAILS system for the first time.
3. Residents of a SAILS community should always be issued a SAILS card even if they already have an out-of-network card.

Halifax's Omeka Site

The Holmes Public Library Marriage Intentions collection is now live on Omeka. This collection of marriage intentions is archived by the Halifax Congregational Church and were originally recorded and signed by the Town Clerk of the Town of Halifax, Massachusetts. Unless otherwise noted, the parties are from Halifax, Massachusetts. You can view the new collection here: <http://sailsinc.omeka.net/collections/show/24>

The BPL also wrote up a nice article on their blog about this new digital collection:

<http://www.bpl.org/compass/2012/04/12/digitization-at-the-bpl-and-a-digital-library-for-massachusetts-chapter-4/>

Onshelf Items Wizard Tip

There is a new Workflows tip available on the staff website on using the Onshelf Items Wizard. If any aren't familiar with this wizard it is new to the most recent upgrade to Workflows: version 3.4.1. What this wizard does is give you access to your RHA list without needing to either go to the holds@sailsinc.org email or open a separate instance of workflows. Further more, you can interact with it and perform many of the functions needed when processing holds.

This tip goes over how to use the wizard, print a list, and export it to Excel. While many may prefer the RHA method that they are used to, learning about this wizard could give you some fresh ideas, maybe a time saver or two, and more importantly, an additional way to access your holds list if you have trouble accessing your standard method.

You can view this tip here: http://www.sailsinc.org/Tips/JWF_tip_onshefitemswizard.pdf

Expired Patron Card Report

Since we have new staff at many libraries, it might not be clear what one is supposed to do with some reports. One such report we have had questions about is the Expired Patron report. This report is generally a "For Your Information" report. What this report does for you is gives you a list of patrons who's cards are going to be removed from the system shortly. Their cards have expired at least 36 months ago. So this gives you an opportunity to clean out any physical records you might still have on file for these patrons to free up some room for future registrations.

If there are any reports that you get that you aren't sure what you are supposed to do with them or what they mean, feel free to contact eservices@sailsinc.org.

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Middleboro, MA 02346

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Network Statistics

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	Nov '12	November '11	Total FY'13
Total Intranetwork Loans	55,409	52,633	298,116
Total Items Circulated	343,585	361,218	1,898,084
Gutenberg	126	368	1,000
OverDrive Circulation	7,995	6,154	43,888
All Formats Circulated	351,706	382,939	1,942,972
VirtCat Items Borrowed	813	930	3,449
VirtCat Items Loaned	595	621	2,472
Cataloging Requests	n/a	2,893	16,439
MARC Records Added	n/a	5,758	25,144
Patrons Added	n/a	2,778	19,115
Patron placed holds	53,842	46,186	294,545
Total MARC	1,155,373	1,126,192	
Total Holdings	3,790,406	3,755,514	
Total Patron	463,044	465,765	
Total Uptime	99.98	99.48	

Upcoming Events

[View the full event calendar](#)

- **1/8—Adding Records Using the Java Client**
9 AM—11:30 AM, SAILS Meeting Room
- **1/16—Membership Meeting**
10 AM—12 PM, SAILS Meeting Room
- **1/22—Circulation Users Meeting**
9:30 AM—12 PM, SAILS Meeting Room