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SAILS Awarded Community Spirit 9/11 Mini Grant

The SAILS Library Network has been awarded a \$500 grant from the Harvard Pilgrim Health Care Foundation for the purchase of downloadable audiobooks.



To commemorate those Harvard Pilgrim members who lost their lives on September 11, 2001, Harvard Pilgrim and its Foundation created the Community Spirit 9/11 Mini-Grant program. This program enables employees from Harvard Pilgrim, Health Plans Inc. (our affiliate) and Dell Services (our IT partner) to award an annual \$500 grant, completely funded by the Foundation, to the local charity of his or her choice. Since the program began in 2002, these employees have directed almost \$3 million to hundreds of organizations throughout our health plan service area – comprised of Connecticut, Maine, Massachusetts and New Hampshire.

SAILS was nominated for the award by a Middleborough resident who is an avid user of the network's downloadable audiobook collection. These funds will be used to supplement that collection.

Requests in Workflows

We have previously advertised that Requests is not a feature that works with Enterprise. To streamline your view in Workflows and remove the possibility of new requests being made by staff, Requests have been removed from the Toolbar on your Workstation.

Since Requests messages will only display directly in the old eCatalog and not Enterprise, removal of this function was necessary since responding to Requests in Workflows or using the Send Message function in Workflows will not display to the patron in Enterprise.

If you did have the Requests Toolbar or any Requests Wizards setup on a local toolbar, these will unfortunately still display. To prevent them from being used however, these wizards now require a password.



Enterprise Trainings Coming in 2014!

Starting early this year, SAILS will be hosting a series of Enterprise training sessions for library staff. These sessions will be held in the SAILS Meeting Room throughout the first half of the calendar year. Topics will include: Enterprise Basics, Troubleshooting, Training Patrons, and Advanced Enterprise Topics.

Seating is limited so save your seat now!

Training Dates and Times. Click the date you are interested in to register.

~~[Tuesday January 7th—9 AM to 11:30 AM](#)~~

[Tuesday April 8th—10 AM to 12:30 PM](#)

[Wednesday January 29th—12 PM to 2:30 PM](#)

[Wednesday April 30th—1 PM to 3:30 PM](#)

[Thursday February 13th—10 AM to 12:30 PM](#)

[Tuesday May 13th—10 AM to 12:30 PM](#)

[Tuesday February 25th—1 PM to 3:30 PM](#)

[Thursday May 29th—1 PM to 3:30 PM](#)

[Wednesday March 12th—9 AM to 11:30 AM](#)

[Tuesday June 10th—12 PM to 2:30 PM](#)

[Thursday March 27th—12 PM to 2:30 PM](#)

[Thursday June 26th—9 AM to 11:30 AM](#)

For those unable to come to SAILS in person, we will be offering webinars as well. Each will cover different material. While one is not a prerequisite to the other, if the webinar is the only option you can take advantage of, then you might want to try to sit in on both sessions.

Helping Patrons with Enterprise: January 10th—2:30 PM to 3:30 PM

Register online: <https://cc.readytalk.com/r/yyz7e9d2ppff&eom>

Searching and Overlooked Features: January 31st—9 AM to 10 AM

Register online: <https://cc.readytalk.com/r/sejx2aj6n9q6&eom>

More will be added through the course of the year!

We encourage anyone who can, to try to make it to one of the live sessions here at SAILS. The trainings at SAILS will be more in-depth and will cover all the material from the Webinars and more. It will be more of a hands-on experience than the webinars can offer.

We hope to see you either here at our new offices or online!

Simple Marketing Ideas for Your OverDrive Collection

While it often seems like our OverDrive service sells itself, the digital shift we are all experiencing actually makes it just as important to advertise the OverDrive collection with your regular collections. There are three main areas you can leverage to spark more interest in your OverDrive collection:

1) Advertise the service itself!

Overdrive has great marketing tools already available for you to use just for this purpose. There are still many patrons who aren't aware the service exists or never gave it much thought. You just need to reach out to them. With the holiday season now behind us, many of your patrons may have new devices they aren't aware can be used to enjoy library material. Even current users might not know that a lot of new material was added in preparation for the post-holiday rush we generally see with the OverDrive collection. A nice feature you can leverage in Facebook is you can schedule posts for certain times and dates. That way you can schedule a few all at the same time. The following address has web graphics, sample tweets and examples of Facebook postings available for you to use and customize from OverDrive:

<http://partners.overdrive.com/marketing-outreach/libraries/>

2) Highlight titles in the collection.

Just as you would choose to advertise certain titles because of relevant topics, popular interests, or even book clubs, etc... Make sure you don't ignore the digital collection available to your patrons. Having more options available to your patrons when they are looking for a title to enjoy is always a good thing. The instant gratification on available OverDrive titles can make the service even more appealing.

Use this simple trick to bring patrons into the OverDrive collection (it works with titles in Enterprise too):

Copy the cover art—Right-click the cover image and select to “save images as” and save it to your PC.

Copy the URL—Once you are on the item detail page, just highlight and copy the URL in the address bar.

Both can then be posted into any of your regular forms of advertisement. They lend themselves especially well to digital forms of communication like emailed newsletters, Twitter feeds, and Facebook posts, just to name a few.

3) Direct patron's toward tools that help them use the service with their device.

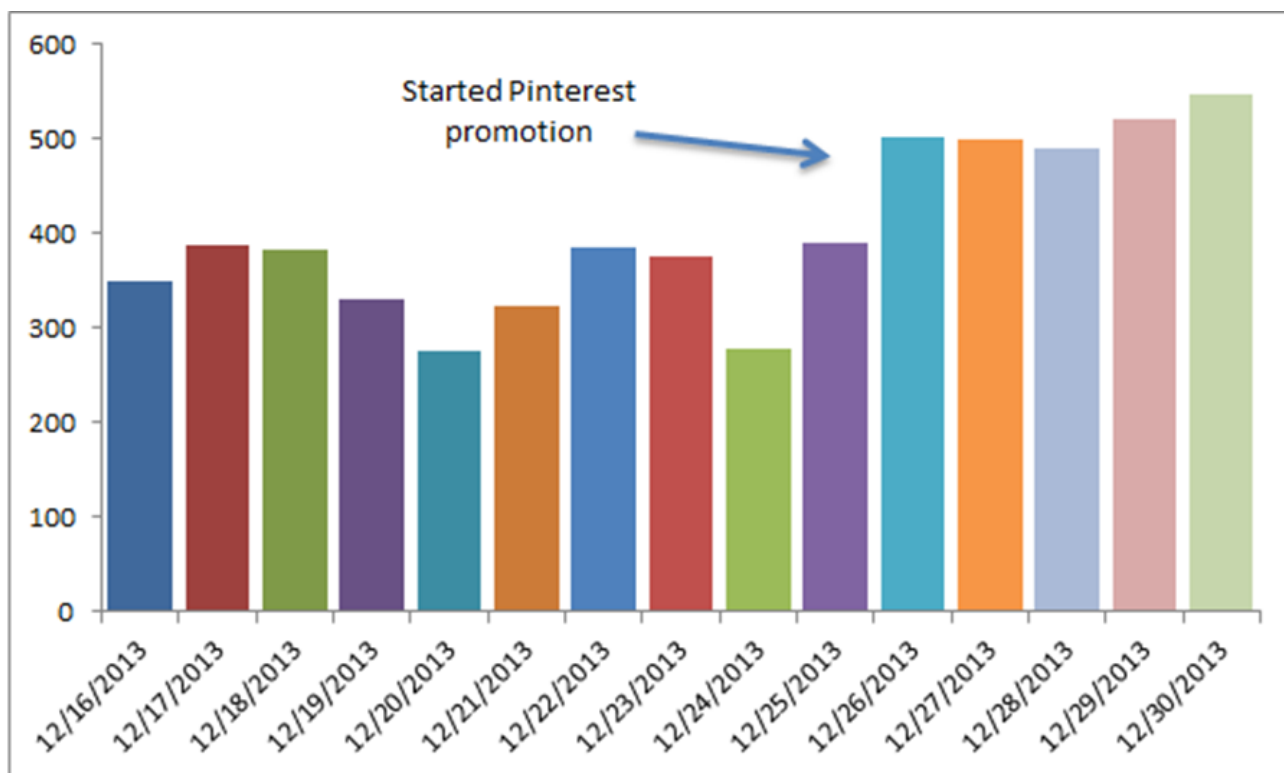
If the only thing preventing your patrons from accessing OverDrive material is some technical difficulties, perhaps all you need to do is let them know help is available. Let them know what services are available at the library and you can also direct them to any of the Help material already on OverDrive.

<http://help.overdrive.com/>

Why reinvent the wheel? This past year OverDrive has revamped much of their help documents and added device specific videos, too. Take advantage of it! Stirring up more interest in your library online just increases interested in your library as a whole.

eBooks are the Now!

After Christmas, SAILS staff went to the Overdrive partner site and eagerly looked up the checkout stats for the network. We were shocked to see Christmas day look just like any other day – pretty flat. We knew something needed to be done. With the support of the Overdrive Committee, SAILS began an Overdrive marketing campaign. We're sharing this with you since results have been successful and we hope those of you who aren't promoting our Overdrive collection will see how easy it is and start doing some of the same.



1) Created a SAILS Pinterest account



What is Pinterest? According to Wikipedia – “Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies. Users can browse other pinboards for images, "re-pin" images to their own pinboards, or "like" photos.” I like to think of it as a visual bookmark manager.

One strength of Pinterest is that you can share your Pins and Boards with others, embed an always updating widget on your website, send a board to your facebook friends, etc. It's a powerful, visual social media tool. It also has very good tools with fairly clear instructions to help you use the service and promote yourself. The place to remember to click within Pinterest if you're ever trying to do anything, is the small square button in the upper left-hand corner of the site, to the left of the search box.

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2) Made a couple of boards related to e-Books

I went to the SAILS Overdrive site – <http://sails.lib.overdrive.com> and found some movie tie-in books based on a list I found online (Goodreads?). I went to the title details page and used my handy “Pin It Button” in my Chrome browser. This is available at: <http://about.pinterest.com/goodies/>. You’ll want to find the tool for your browser and should see an “install now” button.

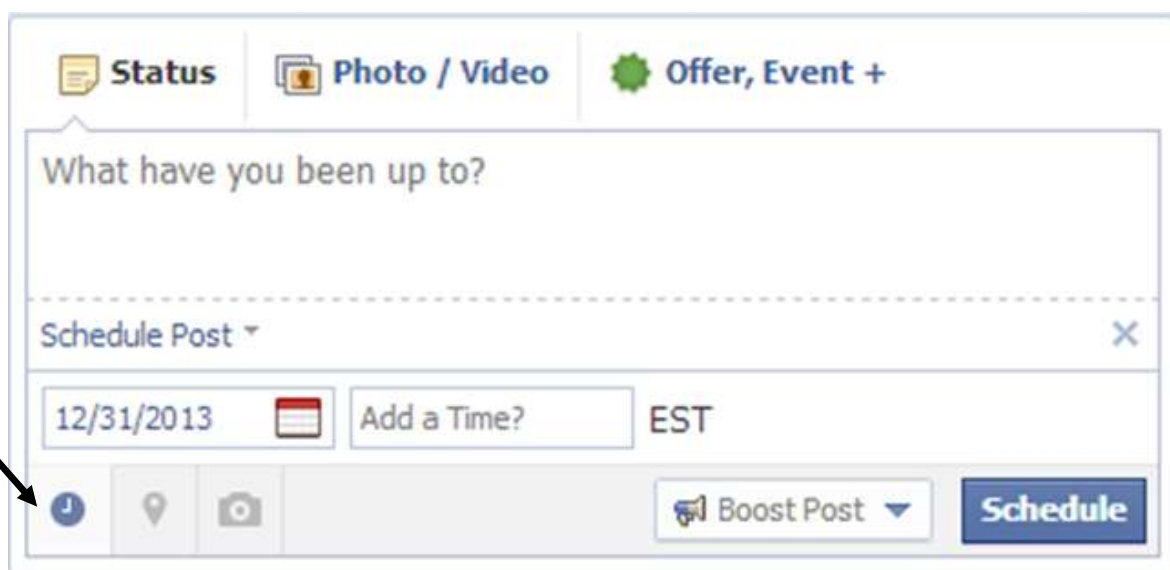
When I found the title I wanted to Pin, I clicked the new “Pin It Button” and it popped open a window that allowed me to select an image to Pin to my board.

3) Made a widget to show the SAILS Pinterest profile on our public website

The beauty of a widget like this is each time we add Pins, the widget updates automatically so you always have new, fresh content on your website. And it can be much more fun to Pin than update a website (most of the time). This is a very simple tool to make and if you want to add one to your site and have trouble, let us know at eservices@sailsinc.org.

4) Posted to our Facebook page about something Overdrive related

This was just a couple of scheduled posts to highlight titles in our collection. The purpose wasn’t to focus on the chosen title as much as to bring attention to our Overdrive site. A newer feature for Facebook pages is the ability to schedule posts. This is a simple way to create a bunch of posts, schedule them to go live throughout the week and forget about them. To get to the scheduler, look for the clock icon when posting as your page. It will be gray before you click on it.



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5) Created a place on the SAILS website to highlight titles from our Overdrive collection.

Overdrive has a bunch of graphics available for libraries to use. I looked these over, found a cute one about fairytales and used that to create a booklist of fairytale/fantasy titles, linking to the titles in Overdrive. When I put them on our website they were all available. Now as of this writing, only 3 of the 9 are.

6) Used the print-ready graphics from Overdrive to get bookmarks for the network

It's been a long time since we've actively promoted Overdrive and we're finding we need to offer this service again. Bookmarks will be available shortly and we'll post them on our order form as well as send out email to remind everyone. [Follow this link for the .pdf file](#) to see what they will look like.

7) Used the ideas on the Overdrive "[Digital Library Champions](#)" board

Overdrive's "[Digital Library Champions](#)" board has ideas to make stickers for those of you who want to advertise the e-Book counterparts to your print/audio collections. Also, look at the resources on Overdrive—they make it very easy to create interest in the service. You can find training and marketing tools at: <http://partners.overdrive.com/>.

If anything, they're a lot of fun to look at. They also have a very interesting blog we should all follow. They pay staff to create these ideas and we pay for their service, so let's take advantage of what resources they have to offer us. It's a win-win!



So the bottom line is we have to promote our digital collections. This won't be limited to just Overdrive, but this is the service we're starting with, since we put so much effort into it and it's what patrons expect of us.

Let's make it great, and have fun doing it!

-Laurie Lessner

Traveling Technology Sandbox

SAILS staff is available to visit your library with an a variety of tablets running different operating systems and a smartphone to show your staff how to use these new devices with SAILS services. While the primary focus of the visit will be to demonstrate how to use Overdrive on these devices it will also be an opportunity for your staff to use the types of personal computing devices being used by your patrons.

The only technical requirement is that your library has wireless access to the Internet.

If you are interested in scheduling a visit email support@sailsinc.org. The demonstration will take about 30 minutes and we can schedule several sessions back to back so that desk coverage won't be affected.

OverDrive and Tablets

Tablets were one of the biggest gifts this holiday season. For the past few years tablets have been taking over the laptop market and are becoming one of the primary ways people casually do their computing and surf the web. You may not have realized one thing this shift means for us at the library. For you and your patrons it means a simpler, streamlined checkout process on OverDrive.

Why? It isn't so much the tablet as it is the ability to download the OverDrive Media Console App onto Android, Apple, and other mobile devices. The App allows the patron to have a one-stop-shop experience. As long as they have access to the App, everything they need to do in order to use OverDrive is done through the App.

If you still are used to the more complicated process when using an eReader, this is how easy the process is for a tablet:

To borrow...

- 1) Make sure the device is within range of an internet connection.
- 2) Download the Over Media Console App from the device's app store, if you haven't done so already. The two you will want to be familiar with are Apple's App Store and the Google Play Store for Android. You won't need any additional software downloaded to a computer like with an eReader or mp3 player. Just this one app on the device.
- 3) Open the App once the download has been completed.
- 4) Follow the simple onscreen instructions to complete the initial setup of the app and select your library.
- 5) If you aren't immediately redirected to our OverDrive page, under "My Libraries," touch SAILS, Inc. (search for your library if you don't see this option)
- 6) Sign in if you haven't already (place a check next to "Remember my login information on this device" to save yourself the effort for needing to type in the barcode and pin every time you use the app).
- 7) Search for a title.
- 8) Touch "Borrow" once you find a title.
- 9) On the next screen select Download, then put a checkbox next to the desired file type.
- 10) Once downloaded, go back to the menu and select your Bookshelf.
- 11) Finally, touch the image for the book and begin reading.

It is as easy as that. Other benefits of the App are instructional screens that teach the patron how to use it for the first time. OverDrive now allows the renewal eligible items starting three days before they are due,

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the App makes this seamless. Also, the App makes the difference between devices almost irrelevant. All you need to be familiar with is OverDrive's App and not be overly concerned with how to operate your patron's device, whichever it may be. Regardless of device, the checkout process is the same as long as it is done through the App!

Also, don't forget about all the resources available to you from OverDrive at:

<http://help.overdrive.com/> and <http://partners.overdrive.com/learning-center/on-demand/>

"We attended the webinar on Overdrive a few weeks ago, and since then we have been telling people if they get a tablet for Christmas and need help with Overdrive just come in and we will help you. Already one person came in today and we were able to help her. She was very grateful...The webinar was really helpful." - Dorothy Stanley-Ballard, Director of the Freetown Libraries

MLA Meet and Greet and Trivia Night!

Join us for fun and folly. You'll have plenty of chances to learn new facts and begin prepping (training?) for trivia at the MLA conference! The last trivia night was a bunch of fun - everyone ate and drank but mostly laughed. Come along and bring a friend. MLA membership isn't required, but of course is encouraged.

When? Wednesday, January 15, 2014 6:30pm until 9:00pm

Trivia goes from 7 - 9 pm.

Someone from MLA will be there by 6:45 pm, but if you're the first to get there, grab us a table!

Where? Tutto-Bene Italian Restaurant in Brockton, MA

Address: 1050 Pearl St, Brockton, MA 02301

Phone: (508) 583-1515

Check Tutto-Bene out on Facebook: <https://www.facebook.com/pages/Tutto-Bene/170448886313583>

Or visit them online: <http://www.pastabene.com/>

Contact [Laurie Lessner](#) or [Jocelyn Tavares](#) with any questions.

RSVP on facebook at: <https://www.facebook.com/events/586916231380668/?source=1> or email llessner@sailsinc.org

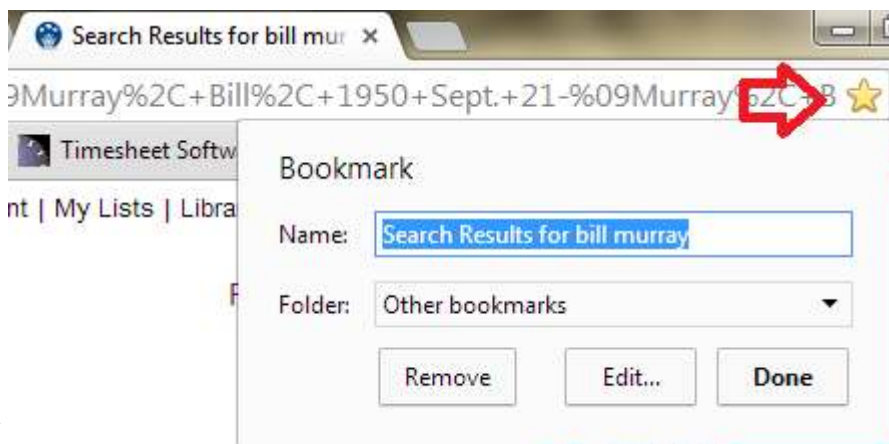
We hope to see you there!

Enterprise Tip! - Bookmarking Enterprise Searches

Previously we had advertised the use of RSS feeds in Enterprise to keep tabs on favorite authors and subjects. Did you know, you can also bookmark frequent searches in Enterprise for quick access to them as well?

To Bookmark a favorite search visit your library's Enterprise site and simply do the following:

- Construct a search as you normally would to see a list of titles by an author or on any subject
 - ◇ Don't be afraid to be as specific or general as you want
 - ◇ Use the dropdown limits in the search bar
 - ◇ Use the facets
 - ◇ Just do whatever you would normally do to get a list of items that interest you
- Click the drop-down called "Sort By" in the right side of the hit list.
- Select "Publication Date (Newest to Oldest)"
- Click the Star Icon at the top of your browser window
 - ◇ The location will be slightly different depending on your browser
 - ◇ It will ask you what to name the bookmark and where to place it
- Click OK to save the bookmark
- Now, whenever you want to quickly view this list, find the bookmark in your web browser.
 - ◇ It will always be in the location you indicated when you saved it.
- Click the bookmark and it redoes your search using all the same search terms and parameters you had indicated when you initially built the search. The list is not static, it is dynamic so the list will always be up to date.



While the RSS feature does a great job of performing the same task, older and less tech-savvy patrons may appreciate an alternative that doesn't require them to become familiar with what RSS is and how to use it. Bookmarking a website is probably a skill they already have and use on a regular basis. They just may not realize that they can bookmark a catalog search in this manner.

Windows 7 Updates and the Ugly Reboot Cycle

I know that many of you have come across a situation where a Windows 7 computer with Deep Freeze installed gets stuck in a reboot cycle after running updates. This can occur due to a combination of things. One reason may be that Windows 7 updates frequently require a reboot before the update can be finished. This isn't the old-school method of Windows XP updates where the system makes changes, then needs to restart to retain those changes. In Windows 7, the system actually finishes installing the updates while booting, to allow certain changes can be made. In some cases, the system restarts itself again before even getting to the Windows desktop, so the changes can be finalized. This would be fine, if it wasn't for Deep Freeze getting in the way.

Also, many libraries have gotten used to setting Deep Freeze to boot thawed once, running updates, and then rebooting so it automatically freezes again. This is where we run into problems in Windows 7. As I stated above, the system finishes installing updates while booting.

If Deep Freeze has already been enabled, those same updates and reboots will be forced to run over and over, and you'll never get back to Windows. It's a vicious cycle, and it renders the PC useless. There are ways to fix this when it happens, as some of you now know, but it would be best if we could avoid that situation altogether.

One way to prevent this situation is by simply never using the "boot thawed once" method ever again, for starters. I know it's less convenient, but with the new systems it has become necessary to allow the computers to fully boot at least one extra time before enabling Deep Freeze again manually. This will ensure that you don't get caught in a nasty update/reboot cycle.

Another thing to note is whether or not you see the "Happy Golden Update Shield" on the Shut Down button. (That's not the technical term, but I bet you'll remember that.) It looks like this:



If you see that shield, that means the computer will be automatically running updates as you restart.

IMPORTANT: If you see that shield on a thawed PC, be sure Deep Freeze is NOT set to boot frozen before you restart!

Just follow these simple guidelines to save everyone a lot of headaches in the future:

- Do not set Deep Freeze to only "boot thawed __ times" – simply set to "boot thawed."
- Give the computer an extra reboot after updating, just to be safe.
- Check for the "Happy Golden Update Shield" on the Shut Down button.

Feel free to send any questions to pcsupport@sailsinc.org.

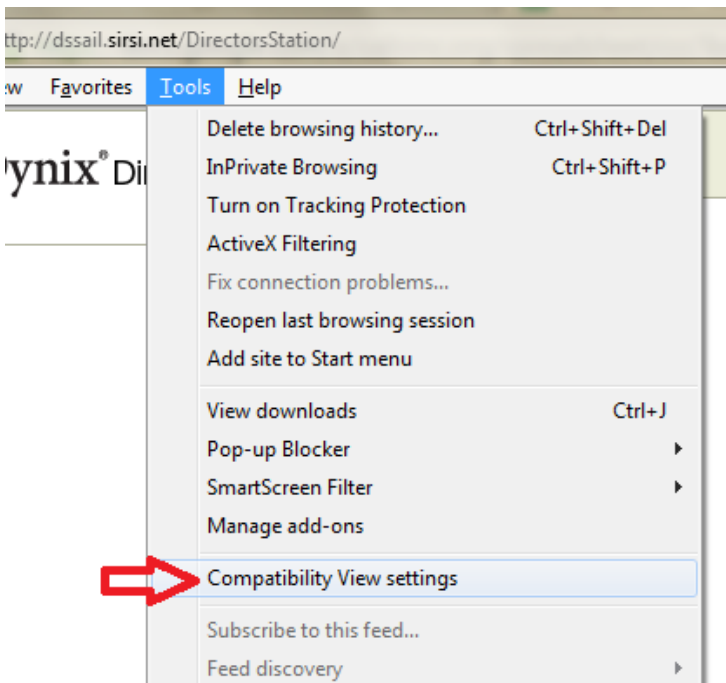
-Jorj Pitter

Seekonk Public Library Unveils Innovation Center

On Saturday, January 11, 2014 at 1 p.m. the Seekonk Public Library will be opening its new Innovation Center. The center will consist of two 27" iMac computers, the 3-D printer, a high speed color printer, a color image scanner, equipment to convert VHS to DVD's, audio and video editing software, etc. The Innovation Center is located in the former reference area of the library. A Service Goal in the library's new strategic plan is to ensure library users will receive services and have access to materials that enhance their capacity to imagine and create. This new center will certainly help the library meet that goal.

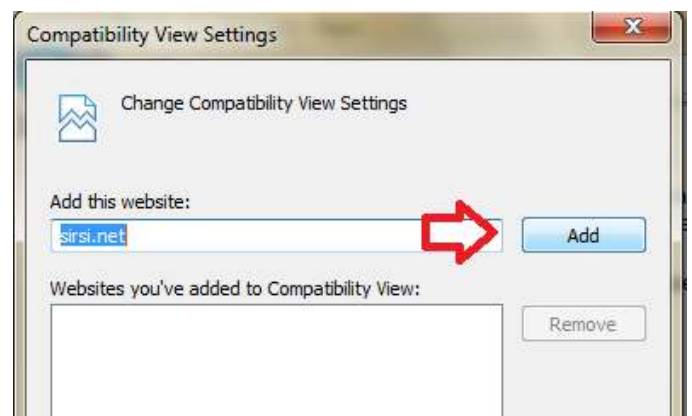


Director's Station and IE 11



Just a reminder since IE11 is coming through with a regular Windows Update, Internet Explorer 11 unfortunately is not a valid browser to use with Director's Station. If you are running IE 11 you must run the browser in compatibility mode while using Director's Station.

- Hit Alt+T on the keyboard to go the tools menu
- Select Compatibility View Settings
- Enter sirsi.net in "Add this website"
- Click Add
- Then Close



One final thing to mention, this is the opposite setting you need for Enterprise. You will need to remove this same setting if using Enterprise with the same browser. This is one reason why it is more convenient to use another browser, such as Chrome, for Enterprise and just use Internet Explorer for Director's Station.

Plainville has a new website!

Last month we advertised the new website at the Richard Memorial Library in North Attleboro. It wasn't too long after that the Plainville Public Library announced the launch of their as well!

Visit: <http://www.plainvillepubliclibrary.org/> to see their new look on the web!

Congratulations to everyone at Plainville.

Checkout the Richards Memorial Library Online if you missed it last month too:

<http://rmlonline.org/>

Changes to the SVA Failed Calls Report

In order to make accessing the Failed Calls Reports for the SVA service more efficient and convenient, we have made the following changes to this report:

1. This report is now sent to the RHA/RHA login of Workflows. Holds and SVA are now accessed with the same login.
2. Patrons with email address in their record will be emailed the notice. When viewing or printing the report, on the pop-up after hitting view or print, select to show "only those with no email addresses."
3. Finally, if you currently receive the RHA reports via email, we made a distribution list of these emails to send the SVA report out to as well. Contact support@sailsinc.org if you want these reports emailed to you as well.

Microsoft Support Scam

We just received information about a new scam where people will call you "claiming to be from Microsoft Computer Services" to help resolve your computer issues. Just hang up. Don't tell them anything. Don't provide them with any information.

SAILS Library Network
10 Riverside Drive, Suite 102
Lakeville, MA 02347

(800) 331-3764 (508) 946-8600 fax: (508) 946-8605
 email: support@sailsinc.org URL: <http://www.sailsinc.org>



Network Statistics

	Nov '14	Nov '13	Total FY'14
Total Intranetwork Loans	65,427	55,409	353,956
Total Items Circulated	321,129	343,585	1,820,949
Gutenberg	80	126	492
OverDrive Circulation	11,279	7,995	59,970
All Formats Circulated	332,488	351,706	1,881,411
VirtCat Items Borrowed	760	813	4,062
VirtCat Items Loaned	413	595	2,374
Cataloging Requests	5,074	4,423	27,841
MARC Records Added	4,580	4,640	24,712
Patrons Added	2,267	2,262	22,605
Patron placed holds	54,737	53,842	286,405
Total MARC	1,179,793	1,155,373	
Total Holdings	3,823,459	3,790,406	
Total Patron	476,775	463,044	

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Upcoming Events

[View the full event calendar](#)

- **1/7—Enterprise Training**
9 AM—11:30 AM, SAILS Meeting Room
- **1/9—Serials Using the Java Client**
9 AM—12 PM, SAILS Meeting Room
- **1/15—Membership Meeting**
10 AM—12 PM, Somerset Public Library
- **1/29—Enterprise Training**
12 PM—2:30 PM, SAILS Meeting Room