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Executive Director's Report March 2006

The past 4 weeks' activities have been focused on preparing the network for FY07 projects. The network will be involved in 2 major projects starting the fall of 2006 – migrating from the current version of Unicorn to Version GL 3.1 and upgrading the telecommunications network.

It has been 6 years since SAILS installed the Unicorn integrated library system product and Version GL 3.1 will bring a new look and feel to the staff client as well as many new features that we have been requesting for some time. In late January network staff began Beta testing GL 3.1. As a Best partner we provide feedback to SirsiDynix about things we like, don't like, and that don't work in the new version. This has been designated the "Consortia" release and we are finding many new options that support this designation. We will be continuing our testing through the end of February and possibly into March and have asked some staff members from SAILS libraries to work with specific modules so we can have staff input as well. Because the staff client is so different from what we are currently using we will have to develop a comprehensive training program to ensure library staff members are comfortable using it before going "live" with circulation, cataloging, etc.

It has been more than 8 years since SAILS has made any significant changes to the telecommunications network that connects member libraries to the computers at SAILS. The equipment we are using has reached an "end-of-life" designation by the manufacturer and new equipment provides much more functionality than we have currently. SAILS is submitting a grant to the Massachusetts Board of Library Commissioners requesting funds for the upgrade. If it is funded, work will begin in late fall of 2006 and will take several months before it is completed. SAILS staff has been meeting with representatives of telecommunications hardware vendors to review network options and will be submitting the grant in late February.

We are also very busy making sure that SAILS is represented on various state level committees. Laurie has been appointed a member of the statewide Remote Authentication taskforce while Kristin has been attending meetings of the Digital Commonwealth taskforce. Steve is a member of the SEMLS Wireless Roundtable.

Steve, Laurie, and I will be attending the Unicorn Users Superconference the first week of March. The conference is being held in Nashville and will run from Sunday evening to Wednesday night

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Executive Director's Report

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March 5-8. Laurie is going to be a presenter while I will begin my term as Users Group Chair. We are looking forward to hearing what other Unicorn customers are doing to maximize use of the software and to provide service to patrons. One special presentation that we will all want to hear is the preliminary report of the Users Study conducted by SirsiDynix in conjunction with an outside consulting group. A selection of 20 patrons from SAILS libraries participating in a focus group and their comments will be included in the results.

Online Video Library—Harvard University

Looking for a good resource for homework help?

Harvard Announces New Online Video Library Harvard University's Institute of Politics (IOP; <http://www.iop.harvard.edu>) announced that video footage of nearly 30 years of public addresses and panel discussions held in the Forum at Harvard's John F. Kennedy School of Government is now available on IOP's Web site. The IOP, which manages the Forum venue, has created the new online video archive featuring hundreds of speeches given by prominent political speakers from 1978 to the present. The archive (http://ksgaccman.harvard.edu/iop/events_forum_listview.asp) also offers visitors a search engine to fully explore its contents.

Congratulations Attleboro!

The International Reading Association has chosen Attleboro as a site for their Young Adult Choices (Y.A.C.) project this year. Attleboro is only one of 5 teams in the country and the first in Massachusetts selected to participate in this special three year reading project.

The purpose of this project is for students in grades 7-12 to read and evaluate new books. Publishers sent 600 new "Young Adult" books to Attleboro. The students are encouraged to read the books and to evaluate them by ballot. The reading and balloting began in September of 2005 and will continue until mid-February when the national total will be tabulated to determine the "Young Adult Choices" for 2006. The International Reading Association will publish an annotated list of the winning books to help parents, teachers, and librarians choose books for their teens.

The YAC program and a Sustained Silent Reading program (25 minutes of reading every day building wide) have generated an excitement for reading at Attleboro High School. Monthly circulation statistics have increased dramatically over previous years. Once the program concludes this year, the Attleboro High School library will own over 150 of these new titles books.

Because the YAC Project continues for 2 more years, the students of Attleboro will continue to benefit from the generosity of publishers. 1,500 books will be delivered to Attleboro during the summer of 2006 and 900 will be delivered during the summer of 2007. Balloting, however, will continue to determine the Young Adult Choices list for 2007 and 2008. The library at Attleboro High School is very fortunate to participate in this program.

Free Business Book— Read it Online!

Citing the desire to create new revenue streams for authors, mega-publisher [HarperCollins](#) has announced the first free Web-based, ad-supported, full-text business book. *Go It Alone! The Secret to Building a Successful Business on Your Own* by Bruce Judson is now available on the author's Web site (<http://www.BruceJudson.com>), where an affiliate link to Amazon, not the publisher, can also be found.

Not only can the book be read at the site, but it can also be searched. HarperCollins Publishers is calling the project a test of a new business model. Some self-published authors also offer ad-supported books online, but HarperCollins' move is the first by a major publisher.

SAILS to Join the Massachusetts Digital Commonwealth

Digital Commonwealth was originally known as the MODEL project (Massachusetts Digital Library project) funded by a grant so that various institutions in Massachusetts could provide access to their digital collection from one digital portal. The Boston Public Library will create an infrastructure to house digital items from institutions that do not have the capability.

Institutions that have digital collections and do not need a digital repository will have access to the portal that will allow users to search across all digital repositories. SAILS falls under this category as it houses the [History SAILS On...](#) collection locally.

The Digital Commonwealth would provide access to digital items across the state in one place. Colorado, Connecticut, Ohio, and Maine have created statewide web portals for digital collections. Digital web portals have improved access and separated the website from other search engines. Instead of Google, the Digital Commonwealth web portal would be used to find digital materials in Massachusetts.

Making iPods Work for You


I'm not trying to say, "if you can't beat 'em, join 'em", but on the other hand, if all the kids in your town have iPods, why not give them access to your collection? The big issue is copyright. This is the problem we have with Overdrive not working with Apple and iPods. The South Huntington Public Library has a solution which can be found in a February 13th article on Playlistmag.com—
<http://playlistmag.com/features/2006/02/library/index.php?lsrc=mwrss>.

There are a couple of great examples of how libraries are really using iTunes to lend materials to owners of iPods. It's all done legitimately and the response has been very positive. South Huntington is lending audiobooks and music while Union College, in Schenectady, NY, is highlighting their music collection by sharing iTunes playlists with their students.

Main Menu | **Request Item** | Add to Bookcart | Another Search

RECORD # b3765457
South Huntington Search

Author [Cornwell, Patricia Daniels.](#)
Title **Predator [electronic resource] / Patricia Cornwell.**
Publisher Cupertino, CA : Apple Computer, Inc., [2005].
Description 1 computer file : sd.



OTHER RESOURCES

LOCATION	CALL #	STA
SH-South Huntington	IPOD A M CORNWELL	DL 10-

Performers Read by Kate Reading.

You may not want to make the leap yet, but take a look at the article to get your creative juices flowing. Please email me any ideas you have on how libraries can use iTunes. We'll post them in the April newsletter.

~Laurie (llessner@sailsinc.org)

Public Library Personas

In the spring of 2005 Sirsi contracted with the Mary Lee Kennedy Group to identify categories of public library users. These categories were developed after the consulting group conducted a series of focus groups. A group of 20 patrons from the SAILS library network participated in one such session. As the result, seven types or “personas” were identified.

Discovery Dan—Dan represents the adult non-researcher population. Here are some features Dan is looking to find at the library.

- Netflix model for delivering Library Material
- E-Books (convenience feature)
- Online Book Clubs
- RSS of account status (holds) and new books.
- Wiki to connect folks of similar interests
- Scheduling of pick-up times of items on hold to streamline ‘get in, get out’ process (or drive-thru)
- Better management of weeding processes within a consortium or other libraries within an ILL arrangement. This would ensure that at least one copy of older/less used material is kept circulating
- More customer-friendly categorization of items (e.g. Movie actors, plot types, artists, genres, cult classics, etc.)
- Streaming media clips of multimedia material (reviews, song clips, trailers)
- Integrated pop-up blockers and privacy protection
- Events calendar with email reminders and RSS access
- Community information portal
- Online account management
- Personalization and recommendations based on interests and previous material selections
- Links to purchase materials online (BN, Amazon)
- WiFi hotspots

Haley High School—Haley represents the high school student population. Here are some features Haley is looking to find at the library.

- High levels of interactive and multi-media, more refined and accurate searches, interactive help, better online resources (e-books, library chat groups), up to date equipment
- More intuitive access to research, exclusive chat rooms, hip interfaces.
- News and current events, entertainment news, games, high school level research resources, CD's and DVD's, newspapers, magazines.

Jennifer—Jennifer represents the parents of teenagers. These are the things Jennifer is looking for.

- To get information to this user in a delivery format that meets their lifestyle (RSS, IM, Text, e-mail). This person wants information on community events, education related events for students, dates due, new books of interest (a la iTunes, Amazon).
- School Rooms/Rooms has the opportunity to help this parent's teenager to do more research from home....but does the parent want services that make it so that kids don't even need to go to library. She likes the library and feels the need for teaching her kids the same values.

Mommy Marcie—Marcie represents the parents of young children. Mommy Marcie wants these features:

- OPAC—Shopping cart features
- Content Rooms
- Events Rooms
- Email reminder notices, hold notices, etc (in most efficient manner possible)

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Public Library Personas

Rick Researcher—Rick represents adult researchers who own a personal computer. Rick would like to see:

- Federated search
- Rooms
- Virtual reference
- Mind Leaders
- Online catalog

Senior Sally—Sally represents senior citizens. Sally, and others like her want:

- Email - The ability to send content or articles via email and possibly integration with email account.
- Social network – through calendaring, discussion boards, reviews by users and for users
- Separate interface and simpler interface
- Accessibility and ADA compliance
- Options for larger fonts
- Clearer sectioning for particular audiences
- Documentations and tutorials
- Training materials on implementation for traditional classroom training
- Genealogy, travel, photography, do-it-yourself, health, government, history
- Audio / commentary

Tasha Learner—Tasha represents adult researchers who do not own a personal computer. She would like:

- Federated Searching
- OPAC
- Resource (PC) Reservations
- Online holds & automated alerts
- Collaborative Environment
- Citations
- Productivity tools
- E-mail accounts
- Personal online workspace
- Searchable metadata for online databases (Presearch)
- VRL
- Printing

Do you recognize any of your patrons in these categories? SirsiDynix is going to be developing products and services to meet these types of needs – it will be up the members of SAILS to determine which are the most suitable to our patrons' personae.

OverDrive Activity for February

Top Titles

Desperate Measures	7
High Stakes	6
One Flew Over the Cuckoo's Nest	5
Ticket Home	3
Back to the Bedroom	2

Top 20 Holds

The Hostage	3
The Big Dig	3
The Bad Place	3
Black Rose	3
Memory in Death	3

