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## Executive Director's Report

Phase one of the SAILS migration is now complete. The Workflows Server, the Enterprise Server, and the Directors Station Server are now all located in a large computer farm in Atlanta. Basic computer operations and system work are now being performed by SirsiDynix. This was a major migration because not only was our data being moved out of one computer into another it was also being re-indexed to match the new database management software. We ran into some problems during the process but basic library operations were not interrupted and things were back to normal by Friday, September 27. One of the best outcomes from the move to the "Cloud" is the new computing resources are far more robust than what the SAILS could ever have afforded. We have noticed reports are running much more quickly now.

Phase Two of the "migration" is our move to the new office space. We are moving to 10 Riverside Drive, Suite 102, Lakeville MA 02347. Many of you have probably already been to the office as it used to be the headquarters for the SEMLS Region. SAILS staff will be keeping the same telephone numbers, and of course our email addresses will remain the same. We will be moving the week of October 14. Staff members will be working from home October 15-October 17. Verizon will be cutting over our new phone service during that week and it is very likely that we won't be available via telephone. During this week questions and service requests should be submitted to SAILS via email only. Be sure to use our group emails: [catsupport@sailsinc.org](mailto:catsupport@sailsinc.org), [support@sailsinc.org](mailto:support@sailsinc.org), [pcsupport@sailsinc.org](mailto:pcsupport@sailsinc.org). If you experience a service outage call this number: 508-958-2207. There will be no downtime during this move because we are no longer hosting the SirsiDynix system.

On behalf of the SAILS Staff I would like to thank all of you for your cooperation and patience during all the changes that are taking place. I must also thank the members of the SAILS staff all of whom have been working extremely hard to get the network settled and running smoothly.

## Annual Report

Our annual report is complete and we have an electronic version available on our website. It discusses the completion of our various projects and our overall network stats this year. Press ctrl + p to print directly from the browser. If you print it double-sided, just fold down the middle and the first two pages can make a nice pamphlet if you want to share it with trustees or town administrators.

It can be accessed here: <http://www.sailsinc.org/annualreport2013.pdf>

## SAILS Welcomes Two New Members

The SAILS Library Network would like to welcome two new member libraries! Somerset-Berkley Regional High School joined SAILS in June and staff members have been adding their collection since early September. Anne Johnson is their High School Librarian and you may remember her from her days in East Bridgewater. The library's code is SBRHS. Cardinal Spellman also became a member in September. Erin Keane, their High School Librarian, has worked at several libraries in Old Colony prior to coming to Cardinal Spellman one year ago. That library's code is SPELLMAN. You might begin seeing items belonging to these libraries but they will not be holdable until each library has completed entering their collection and begun circulation.

## AWE Tablet Demonstration

AWE Digital Learning Solutions has announced the release of the Early Literacy Station tablet and AfterSchool Edge tablet which are mobile versions of AWE's popular workstation-based learning solutions.

Unlike other tablets, or the iPad, the AWE tablet features rich educational content programs that are engaging, intuitive interface organization and navigation, and rock-solid security. Joan Wicks, regional representative for AWE, will be conducting a demonstration of the AWE Table at 10 a.m. on October 16 at the Pembroke Public Library. Her demonstration will be followed by the fall membership meeting. Any interested library staff member is welcome to attend her presentation. Please email [dconrad@sailsinc.org](mailto:dconrad@sailsinc.org) if you plan on attending.

## MLS Customer Service Workshop

This past August the Seekonk Public Library hosted a workshop by Sarah Sogigian and Deb Hoadley from MLS on Customer Service. I was able to attend this workshop and wanted to share my thoughts on what it had to offer for those who were unable to attend.

The overall theme of the workshop was to stop thinking about the old concept of Customer Service. We live in a different era now. Instead, think about the Customer Experience. Why focus now on the Experience and not the Service? Because, what the service ends up creating is the experience. To do this, it might also be helpful to start thinking of the experience as a product that your library is selling. Experiences are what people remember the most when they go places and do things. People will tell the story of their experience at your library to other stakeholders in your community.

So stop and think: What are the stories you want people to tell about your library?

Sarah and Deb went on to say that what libraries have over their competition is expertise. In order to make sure patrons have the best experience at your library, assess whether you have the right people doing the right tasks. No one is good at everything. What you may not realize is that patrons don't care who at your library has a degree or not. From their point of view, everyone who works at your library is a librarian.

*(Continued on page 3)*

The topic then moved on to stake holders and the fact that we all server multiple kinds. Here are a few questions to ask yourself about them: Who are your stakeholders in the first place? Trustees, Town/City Administration, children, mothers, job seekers, etc... What is offered to them during your interactions? How are you delivering the experience to them according to your library's mission and/or vision? Can you offer something extra to improve the experience?

The workshop then discussed the idea of avoiding the use of negative terminology when communicating policies and procedures. People will pay attention more and follow instructions that tell them "to do" something rather than a list things "not to do." Think of creative ways to word the same information but without using negative wording. People will pay attention and be more willing to follow positive instruction.

Even though it's good to always be positive, let's face it, the customer isn't always right. Although we always need to try to say yes, sometimes the answer is no. If the customer is wrong, what are the potential consequences? In these situations, do the consequences of saying yes outweigh any perceived benefit? If so, it is actually in your best interest to say no.

Sarah and Deb then offered this thought: When the answer is no, is there an innovative way you could say yes?

They also reminded us not to take things personally. Just because someone is angry doesn't mean it's because of something you did. What is very important though, is to make sure you don't confuse inappropriate behavior with good customer service. Just because we've trained ourselves to say yes in customer services situations, if a situation becomes inappropriate, it is in everyone's best interest to stop the behavior.

Next they asked us if we receive both positive and negative feedback. They asked this because we should actively seek out both. Seeking out positive feedback can be difficult and might require some out of box thinking, but this is important to do because often only unhappy people are willing to voice their opinion. Only hearing negative comments and suggestions isn't telling the whole story of the experience at your library. Of course be aware of what your library needs to improve on. What is often overlooked is the importance of celebrating what you do well and celebrating it often.

One suggestion they gave to free up staff time and space was to utilize technology as best you can. The use of technology isn't intended to replace anyone at the library. It is a tool to help you and your patrons. They said to get out from behind the desk and utilize mobile technology if possible. Also, don't devalue the importance of self-service. The best user experience for a patron might be the ability to get in and out as quickly as possible. Some people like to be self-sufficient.

Sarah and Deb ended the workshop by saying that you can't control the patron. Meet them where they are. And finally, don't think of it as just your library, it's theirs as well.

You can view and register for upcoming MLS Workshops via their event calendar:

<http://www.eventkeeper.com/code/events.cfm?curOrg=MLS>

- Ben Phinney

## SAILS Can Now Purchase Penguin eBooks!



Dear Library Partner,

We are excited to announce that more than 10,000+ Penguin eBooks are now live and available for purchase in OverDrive Marketplace!

This includes favorite authors such as:

- Nora Roberts
- Tom Clancy
- Patricia Cornwell
- Charlaine Harris
- Lee Child
- Ken Follett
- Junot Diaz
- Iris Johansen
- Elizabeth Gilbert
- Khaled Hosseini
- Thomas Pynchon
- Christine Feehan
- Kathy Reichs
- Clive Cussler
- Maya Banks
- Nalini Singh
- W. E. B. Griffin
- Harlan Coben
- **AND MANY MORE!**

Shop the Penguin eBook catalog now on the Marketplace homepage (if catalogs are merged), or the 'Metered Access' section in OverDrive Marketplace. You can also search for the content in Advanced Search under Publisher Account: Penguin Group (USA).

Penguin's eBooks are available in the one copy/one user lending model for a one (1) year term.

Penguin eBooks are available for Kindle (US) via USB side-loading only. You can find more information on the Kindle side-loading process in the [OverDrive Help article](#).

Your Collection Development Specialist is available to help create recommended lists of the Penguin catalog. Please email [collectionteam@overdrive.com](mailto:collectionteam@overdrive.com) for more information.

Sincerely,

OverDrive's Collection Development Team

## Updates to OverDrive

Dear Library Partner,

Below is a summary of updates for OverDrive's Next Generation digital library website that are scheduled for release on Monday, October 7, 2013.

- Users will be able to renew a borrowed title if no other users are on hold for that title. The renew option becomes available on a user's Bookshelf three days before the title is scheduled to expire. Users may only renew a title one time. Libraries will have the ability to opt out of renewals on Metered Access content. Upon launch of this feature, an article will be added to OverDrive Help with information for users.



- A high-contrast option for visually impaired users will be available.
- Minor bug fixes.
- An app update for OverDrive Media Console for iOS users is now available in the Apple App Store. This new version addresses the issues that prevented users from opening eBooks in OMC for iOS v3.0.1 after upgrading to iOS 7.

- OverDrive Library Partner Services

If you have any questions please contact SAILS at [eservices@sailsinc.org](mailto:eservices@sailsinc.org).

## Recordings from September OverDrive Training

If you missed last month's free training from OverDrive you have a second chance to view these helpful tricks and tips on using the OverDrive service. I had an opportunity to view two of these webinars and felt that I was able to walk away with some really good information on helping patrons use OverDrive more effectively and how to trouble shoot issues as they arise. The sessions are geared towards any skills level and can be viewed here as well as other free on demand training tools for staff:

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

-Ben Phinney

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	August '14	August '13	Total FY'14
Total Intranetwork Loans	<b>76,641</b>	65,669	<b>151,662</b>
Total Items Circulated	<b>392,215</b>	407,811	<b>818,416</b>
Gutenberg	<b>150</b>	333	<b>254</b>
OverDrive Circulation	<b>12,900</b>	9,249	<b>25,740</b>
All Formats Circulated	<b>405,265</b>	417,393	<b>844,410</b>
VirtCat Items Borrowed	<b>842</b>	510	<b>1,701</b>
VirtCat Items Loaned	<b>486</b>	278	<b>976</b>
Cataloging Requests	<b>5,432</b>	4,326	<b>9,510</b>
MARC Records Added	<b>4,897</b>	5,509	<b>8,528</b>
Patrons Added	<b>6,505</b>	5,141	<b>10,643</b>
Patron placed holds	<b>59,946</b>	60,571	<b>122,585</b>
Total MARC	<b>1,188,668</b>	1,147,645	
Total Holdings	<b>3,822,839</b>	3775,238	
Total Patron	<b>471,415</b>	469,297	
Total Uptime	<b>n/a</b>	99.95	

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**Upcoming Events**[View the full event calendar](#)

- **10/15**—SAILS Offices Moving to Lakeville
- **10/16**—Membership Meeting  
10 AM—12 PM, Pembroke Public Library