SAILS Network News

Library Network

OverDrive—Raising the Stats

For the 145 days we've had the OverDrive service, there have been around 15 checkouts per day, average. After the first 2 months the number of checkouts dropped by almost 1/2. There were a few theories we had at the office, but none of these seemed to hit the real problem. We thought maybe the early adopters "read" all the max-access titles they were interested in reading and the rest of the titles were all checked out. Maybe people were frustrated when they went to the site and almost all the titles were unavailable. Could the service be too difficult to use; burning to CD takes too much time, it doesn't work with iPods, etc. Is the service only used by a small group of patrons? And then the final theory—it isn't being marketed.

When we first went live, we handed out bookmarks, put notices on our web sites, sent out email to patrons, and really talked up the service. We decided, at SAILS, we need to start that up again. So far we've added a book jacket to the SAILS home page, with a link to OverDrive. Since we started this on 9/23, we've had to update the book 6 times. Only one of the titles didn't check out within a day of being on the home page. Format also wasn't a factor. There wasn't discrimination between eAudio or eBook titles. Both were being checked out. Also be on the lookout for Audio Excerpts in iBistro for first chapters and more.

We've also scheduled two classes on how to use the OverDrive service. These are hands-on from downloading all the software and using the system, as a patron would; how to log in and search, copying to a player, etc. The goal is to have attendees feel comfortable giving an answer to a customer's question. Classes will be held December 13th and 14th and they are already filling up fast.

Another marketing angle is with the kids, who are already familiar with digital media. There are several teen and juv titles in the collection, including bilingual storybooks. These are highlighted on the Digital Library site under the "Teen Reads" digital collection. We have graphic novels, some Lemony Snicket books, several by Meg Cabot, as well as historical fiction from Paul Fleischman and Kathryn Lasky, to name just two. As these continue to be read, we'll purchase more. As you all know, new titles fly off the shelves. We're trying to keep the collection fresh by ordering a few new titles each week. Patrons can quickly view these under "Newly Added Titles", which are sorted by date added to the site, so the newest come up at the top. We're also changing the Digital Library home page often, by picking different collections to feature, based on time of year, interesting new titles, etc.

To keep the enthusiasm going, the OverDrive Committee is having a joint meeting with the PubPac Committee to talk about various marketing strategies and what we can do to continue to make this service work and continue to improve.

Call Number Help is Here

SAILS purchased a subscription to OCLC's Web-Dewey. It contains all the content from the DDC 22 and it is updated quarterly. SAILS if offering training on how to use WebDewey on November 2nd and December 1st. OCLC has updated their interactive tutorial so that it now loads faster. If you'd like to try the tutorial, go to http://www.oclc.org/dewey/resources/tutorial/

Logon to WebDewey at http://connexion.oclc.org The Authorization number is 100-291-581. and the password is sea1 (number 1, not the letter L).
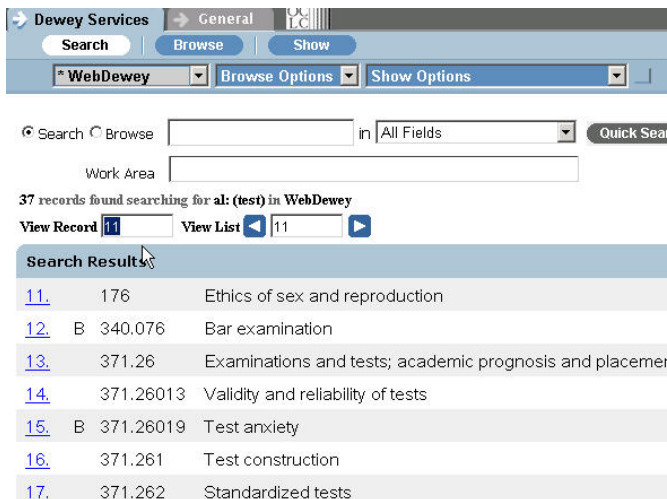
Profiles—beware!

Since we began the OverDrive service, we have had to make changes to the profiles used in our system. This is because we need to distinguish between residents of SAILS towns and other towns outside of our network. This seems easy enough, since we put the town of residence in the UserCat2. The problem is the SIP2 protocol, which is what allows the Over-Drive system to "talk" to our system, doesn't look at the UserCat2, just the profile field.

So, what we do is run a report nightly that looks at the UserCat2 field and if it is MASS or NOMASS, changes the profile to one of our "NO" profiles. So if there was a patron created with the profile of ADULT and it has the UserCat2 of MASS, the system would change the profile to ADULTNO. The following profiles are in the system, each to indicate the patron does not have access to the OverDrive service: ADULTNO, JUVNO, SRNO, SRNOFINENO.

If registering a patron, you may use the profiles above if they are not a resident of a SAILS town, but you don't have to, since we do this automatically each night. If they are a resident, be careful not to register them with one of the profiles above, or they won't have access to the OverDrive service and call you asking about a strange error message when they tried to log in!

Who's Live—OverDrive

SAILS may have been the first in MA to go live with OverDrive, but the Boston Public Library and C/WMARS are now up and running with the service. On Friday, September 30th, NMRLS is having a digital audiobook "fair", with OverDrive and Recorded Books coming to speak about their service. They're also having a few people from the library community speak about their experiences with the different products currently available. SAILS will be there to talk about how we've implemented the OverDrive service as a network.

iBistro—The Next Level

Have you looked at other library websites and thought, wow, that looks great! I have and the one thing I've noticed is that they remind me of an online store. They have book jackets, staff recommendations and search capabilities.

These are features you can add to your website too, just by taking advantage of what you already have—your library's catalog! Come learn how in our new workshop, November 8th & 9th. This is open to all, but you should be very familiar with iBistro and have a basic understanding of creating web pages.

Register for iBistro—The Next Level workshop today at: http://sailsinc.org/ce.

Network Suggestions & Comments

Suggestion: Suggestion: We sometimes have a patron fill out an application and find that they have 'lost' books at another library. We update all the new info in the file (and give the patron a printout of their bill)- should we be emailing or forwarding the application to the original library so that they can pursue the miscreant?

Answer: I assume you do not issue this person a new card but only update the address information. You should email notification to the original library indicating that the patron has new contact info. You don't need to send the application.

Suggestion: Why does it take sails so long to bring down a marc record at times. I have a patron who keeps asking for a certain book and he states that there is only a short record.

Answer: Our average turnaround for obtaining a MARC record is 48 hours. Acquisitions orders may be entered months before the title is available and we often can't obtain cataloging for those items. Holds can be placed on these on-order items..

Suggestion: It would be helpful if the "suspend holds" function had a "selected" or "all" button like the renewals function has. That way we could just check off the holds to be suspended rather than having to go into each individual hold to do the settings. Similarly, if we could enter the suspension dates - start and stop - one time only and select some or all. I am presuming that most patrons who want to suspend holds generally have the same dates in mind and want all holds suspended. If they only wanted certain holds and certain dates, the above suggestion might still make it easier than going into each hold individually. Thanks.

Answer: This is a terrific suggestion. I am going to submit these items to the Sirsi Software Enhancements forum and follow up next week - I have a meeting with Sirsi execs in Chicago.

Suggestion: We are a school library. Each fall we must add hundreds of new students to SAILS as student patrons. When the semester changes we also have many transfers to add to the database. Is there any way to have more default choices in the "Add Patron" wizard? For example, we give all freshman the same "expiration date" so that could be a default. Also, most of our students are from our town/state/zip so that could default. I know some of this can be done with Clone/Copy, but some can't, and I just like to set all the defaults at the beginning of my session. Thanks!

Answer: Regarding the expiration date - this defaults according to the Student Profile rules. As long as you enter the year the student is going to graduate/leave your school in UserCat1 or UserCat2 you can ignore this field. UserCat1 & UserCat2 can be set as repeatable defaults. Don't bother updating the expiration date for every student - it's a waste of time. We delete student records the summer following their graduate year. The only way to copy the zip is using the Clone User option.
I am sure you have already looked at this, but if you go the properties screen in Create User those are the only defaults you can set when registering a patron. We don't control the defaults - it's set by the software.

Suggestion: Many times a patron will sucessfully find the item they are looking for in ibistro, but don't know to click on the "full details" button to get the call number to locate the item in the stacks. is it possible for ibistro to display the call number on the first page, perhaps on the line that reads "one copy is available in FICTION".

Answer: The suggestion below is one we've heard many times before and one we've tried to implement in the past. iBistro used to have the ability to display the call number on the "hit list"

Network Suggestions & Comments Continued...

page, but it never really worked. The call number was the first item added to the system, not necessarily the call number for the

library where the person was looking. The correct call number only displays on the full details page. This is a feature we'd love to see working as well. The ability to display on the full details page wasn't available right away, so it's possible this is a feature we'll see working in the future.

Suggestion: If patrons could suspend their own holds from home that would be great.
Answer: The ability for patrons to suspend their own holds is scheduled for the upcoming software release. We do not have a scheduled date for SAILS to implement that release yet.

PodCasting—Coming to your library??

"Podcasting is a method of publishing audio programs via the Internet, allowing users to subscribe to a feed of new files (usually MP3s)." — Read complete definition at: [Wikipedia, the free encyclopedia:](#)

So why is this important to a library? Do you serve teens? Do they have iPods and other portable media players? I'm guessing the answer is "yes". Would you like to engage them now so they can remain loyal customers when they're tax-paying members of the community? Even if it isn't your community, there is a library out there would could benefit in the future from your efforts today.
So, what can you do? Ask teens to record book reviews? That's a popular idea and one that has occurred to many. Just Google podcasting and libraries and you'll see all the hits. But what about the practical. Are there any libraries actually creating podcasts and is it worth the investment? It sounds like it was worth the effort if you check out Memorial Hall Library's impressive "Listen Up!" program. You can experience it at: http://www.mhl.org/teens/audio/. Less close to home is the Thomas Ford Memorial Library. They have teens doing some interesting reviews at: http://www.fordlibrary.org/yareviews/. They also link the reviewed title into their online catalog so people can place a hold, and have an IM feature!
If you'd like to hear about great innovations and services libraries can offer their customers, there are two local blogs of interest. The first is SEMLS's Tech Watch (http://www.semls.org/tech/technews.html) and the second is Our Future blog (http://www.noblenet.org/ourfuture/) from the participants of the Library Leadership MA institute.
I remember being in 5th grade and my friend and I would use the tape recorder every day after school. What we would record, I don't remember, but is a tape recorder very different from talking into a pc? I really don't think so, but boy you can share with so many more people! - Laurie

Changes in the Next iBistro—GL 3.0

Though we won't be installing this exact version of iBistro (we're waiting until a later version), this will give you an idea of some of the fun features to come!

- Patrons will be able to place holds from the hit list, rather than needing to go to the full details.
- New books lists will sort by reverse pub date.
- Patrons may suspend their holds in their account
- Patrons may change their pick-up library for holds
- Massachusetts Children's Book Award list will be available in iBistro
- Expiration date of holds will display to patrons, and they can set an expiration date for their holds.
- Novelist link will display on the hit list.

SAILS Staff

Debby Conrad, Executive Director
dconrad@sailsinc.org
(508) 946-8600 x11

Laurie Lessner, Manager of Electronic Services
llessner@sailsinc.org
(508) 946-8600 x30

Todd Mercer, Systems Associate
tmercer@sailsinc.org
(508) 946-8600 x14

Jennifer Michaud, Network Cataloger
jmichaud@sailsinc.org
(508) 946-8600 x15

Kristin Slater, Manager of Bibliographic Services
kslater@sailsinc.org
(508) 946-8600 x13

Claudette Tobin, Cataloging Associate II
claudette@sailsinc.org
(508) 946-8600 x16

Steve Wilson, Systems Manager
swilson@sailsinc.org
(508) 946-8600 x12

Upcoming Training & Meetings

Upcoming Training

Detailed descriptions and registration information, are available on the SAILS website.

Beginning Cataloging
10/24/2005
9am to 12pm SAILS Meeting Room

WebDewey Training
11/02/2005
9:30 am to 11:30 am SAILS Meeting Room

iBistro—The Next Level
11/08/2005 & 11/09/2005
9:30 am to 12 pm SAILS Meeting Room

Upcoming Meetings & Events

SAILS Membership Meeting
10/19/2005
10am SAILS Meeting Room

PubPac Committee Meeting
10/02/2005
9:30am SAILS Meeting Room

Circulation Users Roundtable
10/25/2005
9:30am Attleboro Public Library Meeting Room

Circulation Users Roundtable
11/03/2005
9:30am Norfolk Public Library Meeting Room

SAILS Network Statistics

FY06 Overview	December	November	October	September	August	July
Total Intranetwork Loans					54,680	41,289
Total Items Circulated					407,995	366,421
OverDrive Circulation					249	235
VirtCat Items Borrowed					986	774
VirtCat Items Loaned					456	286
Cataloging Requests					3,089	2,227
MARC Records Added					4,021	2,638
Patrons Added					5,175	2,977
Holds					37,812	29,586
Total MARC					933,555	931,459
Total Holdings					3,374,787	3,367,637
Total Patron					523,262	522,864

FY06 Overview	June	May	April	March	February	January	Total FY06
Total Intranetwork Loans							95,969
Total Items Circulated							774,416
OverDrive Circulation							484
VirtCat Items Borrowed							1,760
VirtCat Items Loaned							742
Cataloging Requests							5,316
MARC Records Added							6,659
Patrons Added							8,152
Holds							67,398
Total MARC							
Total Holdings							
Total Patron							