

SAILS Testimony—Submitted for the MBLC Public Hearings

The library networks in Massachusetts are a model for cost-effective use of tax payer dollars. The SAILS Library Network was formed in 1995 and provides computer based services to 75 publicly funded libraries in 39 communities throughout Southeastern Massachusetts. Our membership consists of K-12 school media centers, urban, suburban and rural public libraries, and academic learning resource centers. The network operates a shared computer system used by libraries for circulation and catalog functions. SAILS offers professional services that are not available at the local level such as on site pc and network support, cooperative purchase and installation of public computers, and cataloging new materials. Our staff cataloged more than 70,000 unique titles purchased by our libraries between July 1, 2007 and June 30, 2008. Network funds are used to purchase collections of materials in electronic format that an individual library would be unable to purchase. Patrons searched our on-line catalog 2,077,000 times requesting more than 718,000 items. In Fiscal Year 2008 SAILS provided services to its member libraries valued at over \$5,250,000 while revenues from membership fees were less than \$900,000. The network’s average cost of membership is \$15,470 per library while the average value of service received from SAILS is \$131,090.

It would not be an exaggeration to say the libraries in Southeastern Massachusetts might not be able to open their doors without the services they receive through the SAILS Library Network. But their ability to remain members of SAILS is threatened when state funds used to reimburse the network for telecommunications and interlibrary loan are cut. The funds provided to library networks in account 7000-9506 are used to underwrite each community’s membership fees. Last year SAILS received \$208,959 from account 7000-9506. While it does not appear on each town’s cherry sheet, this

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Books on Tape—50% off Overdrive Sale

Last month BOT has a great sale that we took advantage of. 46 popular titles were purchased. Here are a few new additions to the collection:

Hour Game/David Baldacci, 3 titles by Harlan Coban, 2 titles by Tess Gerritsen, Sue Grafton (H,I,J,K,L,O,P, & Q), 6 by Grisham, a few Jonathan Kellerman, some Dean Koontz, Robert B. Parker, Anne Rice, Danielle Steel, and the Final Warning, by James Patterson.

SAILS Testimony

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does represent state funding going to each community. Listed below are the amounts that each community received through 7000-9506 that were used to reduce the cost of membership in SAILS.

Attleboro	\$8,627.44	Mansfield	\$6,055.20
Acushnet	\$2,711.33	North Attleborough	\$5,421.96
Berkley	\$2,006.83	New Bedford	\$12,694.73
Bridgewater	\$4,580.53	Norfolk	\$7,245.75
Buzzards Bay	\$1,940.00	Norton	\$5,352.10
Carver	\$4,395.16	Plainville	\$3,734.09
Dartmouth	\$8,709.88	Plympton	\$1,920.43
Dighton	\$2,165.56	Pembroke	\$5,666.02
East Bridgewater	\$6,578.62	Raynham	\$3,957.09
Freetown	\$1,778.37	Rehoboth	\$2,655.35
Easton	\$5,446.79	Rochester	\$2,407.18
Fairhaven	\$4,295.47	Seekonk	\$8,003.10
Fall River	\$18,798.52	Somerset	\$5,564.22
Foxboro	\$9,490.82	Swansea	\$2,985.45
Halifax	\$3,427.91	Taunton	\$10,741.70
Hanson	\$3,531.35	Wareham	\$6,373.00
Lakeville	\$3,147.86	West Bridgewater	\$4,143.16
Marion	\$2,838.49	Westport	\$3,410.08
Mattapoissett	\$3,443.63	Wrentham	\$5,895.67
Middleboro	\$5,126.20		

Without continued state support for 7000-9506 many of these communities would be unable to find the local tax revenues to continue their membership in SAILS.

We asked our users to tell us why SAILS was important to them. In the 4 day period we were collecting responses it became obvious to us that losing network services would constitute a true hardship for many people and that network services are critical.

We urge the Governor, Senate and House members to provide strong financial support for account 7000-9506 so that our libraries can continue to cooperatively provide much needed services to the residents of their communities.

Sincerely,

Deborah K. Conrad, Executive Director

SAILS Library Network

September 2008

MP3 Winners!

Congratulations to the following winners of the a Zen Stone, MP3 players. To win your own player, either attend a SAILS Overdrive training session, either at the network, or at your library! Contact Laurie (llessner@sailsinc.org) for more information.

Connie Wick (Attleboro), Linda Coelho (Taunton), Daisy Delano (Taunton), Jamie Gosling (Taunton), Marjorie Johnson (Richard's Memorial), Pat Killeen (Holmes), Donna LeBarnes (Carver), and Beth Smith (West Bridgewater).

Digital Collections—Learning Enrichment Opportunities

Ronald J. Bettencourt, cataloger at the Keeley Library at Fall River's Durfee High alerted us to this great use of their online collection. Ron spent a great deal of time digitizing, tons of materials from their library; yearbooks, text books, and photos. He's made them available online to share with anyone interested in Fall River's rich history.

"I just want to make you aware of an article, in several parts, published in the Georgia journal, Past Times. The article outlines the manufacturing processes and machinery used in Fall River's textile mills as depicted in the Mann Murals of the Kuss Middle School auditorium. The article is on our website at: <http://www.sailsinc.org/durfee/pasttimes.pdf>.

The illustrations for this article, reproduced in full color in the journal, are taken from photographs on the Keeley Library's Local History web site. The importance of preserving such a history of the textile industry is emphasized in the article, particularly since textile historians and museums did not know that "such a thing as a painting showing textile workers inside a factory" even existed. The murals are a unique artifact in the history of textile manufacture.

As the last paragraph of the article states (p. 12): "Those images will, of course, now be available for viewing by the generations of today and tomorrow. As they read about-and see-history, they will gain a better appreciation of all that has come before."

This just goes to show how important the "History SAILS on." website can be to non-local as well as local researchers." - *Ronald J. Bettencourt*

Trendwatching – Offline Mimics Online

Last December, *The Wall Street Journal* reported on shops (Brookstone, Staples and Canadian supermarket Loblaws) taking a page from the e-commerce world, featuring endorsements from shoppers on product displays in their physical stores.

Clearly, that's just the beginning. From real-world supermarket layouts mirroring more intuitive website layouts, to allowing for more in-store customization, catering to consumers who are accustomed to mixing and matching whatever they feel like online.

What other processes and changed consumer behavior now taking place online can you incorporate into your library? Here are a number of keywords and phrases defining the online world. You will see that many of these features are available through SAILS now and we hope to expand these further with our new User Interface coming later in FY09.



- Sharing
- Constant, 24/7, always on
- Keeping in touch
- Cheap, fast and easy
- Snack culture
- Free
- Ongoing feedback
- Transparency
- Anonymity
- Customization, personalization, creation
- Searchability
- Easy befriending & connecting
- Instant gratification
- Collaboration
- Micro celebrity
- DIY
- Multiple personalities
- Total control (or at least the illusion of it)
- Overload
- Beta testing

SAILS New Web Server

At the end of last month, SAILS moved almost all of our hosted Websites onto a new server. This new server should last us for several years and has much more space. This is great news for libraries such as Somerset, who is working with Kristin Slater on uploading their Veterans photo collection and making it part of the History Sails On... digital collection.

There is still some work that needs to be done, all of which should be completed by the middle of October. Web Trends will be configured so everyone will get their monthly traffic statistics, Wonderdesk, the helpdesk for use for PC Support customers, will again be operational, and the server will be configured to support Wordpress, for those libraries wishing to use this content management system.

If your library has wanted to use a Web service, but hasn't pursued it because of the limitations of the SAILS hosting environment, don't let that stop you. We are capable of hosting a number of technologies from Perl scripts, to MySQL databases. If you have a project in mind, let us know and we'll work with you as best we can.

Install the TumbleBook Icon: One-click Access!

You can now install a desktop icon on every computer in your school so your students and teachers can access your TumbleBookLibrary collection with just one click!

1. In the URL below, replace the word username with your own username (please email support@sailsinc.org if you do not know your username)

URL: http://www.tumblebooks.com/SWAP/icons/tumblebooks_username.exe

2. Then copy and paste it into your browser. For example, if your library/school username is: maple, the url should look like:

http://www.tumblebooks.com/SWAP/icons/tumblebooks_maple.exe

3. A File Download box will pop up. Click on Save

4. Save it onto your desktop.



5. Once it is on your desktop, double click this icon to start it:
You may get a security warning pop up. Before you click on Run, remove the check mark from the box "Always Ask Before Opening This File" (the pop up will then not appear the next time you click on the icon)

6. The TumbleGuy will jump around your desktop and then open right into your TumbleBook Library collection (it may take 3-4 seconds).

That's it. You are ready to Tumble. You can set this on every computer in your school or library!!!!

Library Patrons Tell Their Stories

As you probably know, at the end of August, the MBLC scheduled two public hearings for patrons to tell why they valued library services. The intended audience of these hearings was the Governor and representatives. We were told that written public testimony was just as valuable as having someone go and speak at the hearings, so SAILS put together a survey to get responses to the question, "How / why are the SAILS Network services important to you?" We got back almost 250 responses within about a week. The results were sent to the MBLC and each library's director received their own patrons' comments.

Here are a few. We plan on posting selected statements to the SAILS public Web site and encourage you to post your patrons' comments to your own Web sites as well.

- I am an avid reader and can't imagine not being able to reserve books on line. I can usually only get to the actual library once a week, so being able to reserve books on line from work or home allows me to be able to receive the books I look forward to in a timely manner.—Holmes patron
- Critically important for a middle school librarian... you supply me with all the bibliographic information I need to keep my middle school library up and running... The audiobooks are invaluable for keeping me aware of what is happening in young adult literature... Keep up the good work.—Berkley patron
- Sails has been a life-saver for me this past year. I have been going through some very stressful life situations where I needed both advice and something to take my mind off of my situation. Sails was what got me by during this time. I was able to borrow books from other libraries that covered what I needed to know for my problems as well as find DVDs and books not available at my library (a very small one) that could make me forget, at least temporarily, what I was going through. I am still going through crisis in my life. I hope that I will still be able to have this complete access, to help me keep going.—Norton patron
- I use the SAILS network almost everyday. I am able to put hold on books on tape. My husband who would never read is now hooked on listening to books on tape. Without the use of the SAIL network it would hurt the library system. In this computer age why would anyone limit funds to this network? - Rochester patron
- Reading has been a very important part of my life for well over 60 years. I was an early reader and have never lost my love for the written word. The library has always been my best friend and I introduced my three daughters to its wonders as pre-schoolers. Now with Sails I search for my favorite authors and subjects from the comfort of my home computer and have the benefit of 40 communities collections to choose from...—Pembroke patron
- The SAILS Network has been an outstanding resource. Being able to borrow from all the libraries included in the network has expanded the options considerably. And the convenience, hence savings in time, travel (gas usage) has been truly significant. In this time of such strain on the average citizen's budget, this provides opportunity for creative and intellectual pursuits, otherwise not possible. Our children, our hard working parents and senior citizens are all benefitting and consequently our communities ultimately benefit.—Fiske patron

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Upcoming Meetings

Detailed descriptions and registration information, are available on the [SAILS website](http://www.sailsinc.org)

Cataloging Roundtable

10/02/2008
 10 am to noon, Somerset Public Library

Opac & Selection Committee Meeting

10/06/2008
 9:30 am to noon, SAILS

Circulation Roundtable

10/08/2008
 10 am to noon, Blanding Library, Rehoboth

Circulation Roundtable

10/09/2008
 10 am to noon, Wilks Branch, New Bedford

SAILS Membership Meeting

10/16/2008
 10 am to noon, SAILS

Non-print materials discussion : Audiobooks including Playaways

10/23/2008
 10 am to noon, SAILS

Adding records using the Java Workflows client

11/06/2008
 9 am to noon, SAILS

SAILS Network Statistics

	August '08	July '08	June '08	May '08	April '08	Total FY09
Total Intranetwork Loans	60,406	64,586	58,540	61,233	59,301	124,992
Total Items Circulated	388,823	445,829	359,404	361,374	365,037	834,819
OverDrive Circulation	936	849	924	874	837	1,785
VirtCat Items Borrowed	1,028	1,001	649	1,135	1,020	2,029
VirtCat Items Loaned	482	673	436	578	612	1,155
Cataloging Requests	3,258	4,276	4,795	4,571	4,449	7,534
WebDewey Sessions	81	86	93	118	105	167
MARC Records Added	3,796	4,008	4,352	39,194	4,001	7,804
Patrons Added	4,665	3,783	3,563	2,707	3,003	8,448
Holds	45,929	51,382	49,557	47,349	47,493	97,311
Total MARC	1,044,916	1,046,027	1,042,339	1,039,784	1,001,459	
Total Holdings	3,582,869	3,579,445	3,567,611	3,555,105	3,509,703	
Total Patron	426,519	430,604	427,797	417,174	415,610	
Total Uptime	99.89	94.75	99.84	99.99	99.99	
TumbleBooks	1,480	1,708	1,624	2,349	1,692	3,188