

Executive Director's Report

The new fiscal year has begun with a flurry of activity. SAILS staff members have been working hard to roll out the newest SirsiDynix staff client, install dozens of computers, upgrade Envisionware software for libraries that subscribe to that product, and distribute marketing material for our online collections.

25 libraries have the new Java client installed for circulation on at least 1 computer. By mid-August 8 libraries had been trained in acquisitions and cataloging with 6 more scheduled to be trained by the end of the month. There are two workshops scheduled for serials on November 14 and December 6. The serials training is for all libraries whether or not you are currently using that module – certainly we encourage all of our libraries to seriously consider using serials to control periodical collections. Our original goal was to have all the circulation clients installed by November 1 and Cataloging/Acquisitions/Serials completed by January 1, 2008. However, there may be some delays as we find that staff computers do not have the minimum recommended amount of memory to run the Java client. Bob Demanche sent out instructions to the directors about how to determine how much memory is available on a computer and support staff will follow up if it is found that a computer doesn't have enough horsepower to run the software with a recommendation on how to fix the problem.

SirsiDynix is releasing a browser based staff interface suitable for K-12 libraries this fall. SAILS is a beta test partner in the development of this interface and providing that it meets the requirements of our members this is the staff interface we will be providing school members rather than the Java client. The Java client includes features not needed by a school and has heftier hardware requirements. The web based client should eliminate the need for school libraries to use the VPN software to connect to our network and will run on both Windows and Mac OS machines. We will be contacting the school members as soon as we determine this is a suitable product for their use.

The network subscription to Tumblebooks began July 1. This

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Patron Records—Reminder about Email Field

If you register a patron who does not have an email address, please do not enter the word NO or NO EMAIL or NONE in the email field. The appropriate place to designate this is user category 3. Only a valid email address should be entered in the email address field – don't enter comments, phone numbers, or anything else in this special purpose field. Thank you for your cooperation.



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subscription is available to all public and school libraries and their patrons. Unlike the Overdrive collection, Tumblebooks temporarily download to the patron's computer rather than to an MP3 player. The collection is geared towards our youngest patrons. Posters and bookmarks are being distributed to all libraries. Other library consortium has reported that this is a very popular service and we were happy that we could make it available to SAILS patrons.

Overdrive Inc. has provided SAILS' members with some very professional marketing materials which include business cards with a link to the SAILS digital collection and shelf talkers that libraries can place alongside their audio book collections. We recognize that often library staff members are not comfortable recommending this collection to patrons because they have never used it. To remedy this, network staff will be scheduling workshops on how to use the service. This training will be held at the library – and there will be a drawing of a free MP3 player for one of the staff members in attendance. These workshops will be starting in the fall and will be held at the request of the library director.

With so many new projects starting, we have been making some changes in how we do our work so we can work as efficiently as possible. The Cataloging Services Department has streamlined their operations by no longer returning cataloging slips unless the library needs to see revisions made to the record, eliminating the separate process for paperback records, and placing items on hold rather than requesting photocopied title page and verso. The PC Services Department is using the Wonder Desk Help Desk software exclusively to manage and schedule work that needs to be done. We encourage all PC Support subscribers to open their own calls to ensure faster response time. If you are unsure of how to log on to the SAILS Help Desk, email pcsupport@sailsinc.org. This past spring, member libraries ordered more than 70 computers through the Dell Big Buy and SAILS cooperative purchasing program. It is taking some time to get all of those computers prepped and installed but all the new installations should be completed by mid-September with the vast majority done by the end of August. The network has hired a consultant to work with libraries that subscribe to Envisionware to assist them in upgrading to the newest release and work out operational issues that have cropped up. Several more libraries plan to install this software this fall.

Next month I will be reporting on the installation of our new Packet Shaper device that will allow us to monitor and “shape” our telecommunications traffic. This will result in faster response time for essential traffic. I hope also to have a timeline for the installation of the Directors Station which will give library administrators (from all types of libraries) the ability to create reports that once took days or weeks to prepare in only minutes and the ability to print, download, and email data and graphs in a variety of formats (Microsoft Excel® and PowerPoint®). I will also be able to report on the results of our testing of the web based staff and interface and our testing of the next release of Unicorn.

Overdrive Give-Aways!

Sign-up for an Overdrive training session at your library and win someone on your staff a Creative Zen Stone MP3 player. This player is compatible with the Overdrive service and is very simple to use. Download & transfer some of the most popular titles, which include; Lean Mean Thirteen, The Woods by Harlan Coben, the latest Harry Bosch thriller, or maybe you'd like to get on the list for The Bourne Betrayal.



Have your director contact Laurie - llessner@sailsinc.org for more information.

A Program Opportunity from OverDrive

October is OverDrive's Digital Library Staff Training Month. Our training team is excited to offer an informative, FREE, and fun program that will help increase staff knowledge about your OverDrive digital collection and maximize circulation. Training sessions will be offered four times a week in October with open enrollment and a contest for participation.

Don't miss this opportunity to introduce or refresh your staff on your digital library service!

What: Digital Library Staff Training Month - October 2007

Who: All Library staff, especially valuable for those who work with patrons, the media, collection development, and technical support.

Why: To increase staff knowledge- refresh or introduce. PLUS there are awards.

How: All sessions will be conducted online using ReadyTalk web conferencing and toll-free dial-in, presented by one of OverDrive's expert trainers. Details to join each session will be sent upon registration.

Cost: Free.

Registration: <http://www.overdrive.com/products/dlr/training/CourseSignUp.asp>

Curriculum

Best Practices to Increase Download Circulation (60 minutes)

In an age when patrons have many online choices, libraries are working hard to promote their free downloads and increase digital media circulation. In this session, we'll highlight what some of OverDrive's highest circulating libraries are doing to maximize the value of their digital collections through collection development, training, and promotion. Learn what creative techniques work inside--and outside--of the library.

Collection Update: What's new in the OverDrive Digital Catalog (60 minutes)

Join our Collection Development Specialist for highlights of additions to our 100,000+ title catalog of digital media including new suppliers, must-have titles, and popular bestsellers. We'll also feature OverDrive's new Download Standing Order Plan--an option to automate your collection development process, and Community Reserve--library to library sharing of local download media.

Real-Time Reports: Patron statistics, download trends, & surveys (60 minutes)

Participate in a revealing look at performance data from libraries with OverDrive's digital media system. Learn how to generate reports and use the results to shape your download purchasing decisions and to increase circulation.

Using Your OverDrive Digital Library 101 (60 minutes)

This session is a total digital library tour, perfect for introducing staff to download media or as a refresher course. Learn how to browse a custom-built digital media web site, install free software, then use a library card to check out and download OverDrive Audio Books, eBooks, Music, and Video.

Staff Participation Awards

All participants will receive a certificate of achievement.

A MP3 raffle will be held at each session.

OverDrive Digital Library Staff Training Contest. We will award prizes to Library Partners with the most staff participation. The winner in each category will be selected based on number of courses attended and percentage of staff participating. The winner in each group will receive: A collection credit of \$1,500, A case of MP3 players, A sponsored ad in your local newspaper (up to \$250).

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SAILS is encouraging library staff to try and attend one of these sessions, and not just so we can win a prize!

We will also be holding select sessions at the SAILS Headquarters followed by a Q&A. We will be broadcasting the above sessions in our meeting room. There is no limit on the number of people for each session, but please register at:

<http://www.sailsinc.org/ce>. From there you can click on the session title for times & dates.

SAILS
Library Network

Download Library
Audio Books, eBooks, and Music!

sails.lib.overdrive.com

Damn Spam by Michael Specter

excerpted from the New Yorker

As the Web evolves into an increasingly essential part of American life, the sheer volume of spam grows exponentially every year, and so, it would appear, do the sophisticated methods used to send it. Nearly two million e-mails are dispatched every second, a hundred and seventy-one billion messages a day. Most of those messages have something to sell. Even the most foolish and unsavory advertisements can earn money—in part because the economic bar for success is so low. If somebody wants to send you junk mail the old-fashioned way, through the United States Postal Service, he has to pay for it; the more he sends, the greater the expense. With electronic junk mail, the opposite is true: it costs a pittance to send a million messages—or even a billion—and recipients almost always spend more than the sender. (Assume that someone can unleash a hundred million spams from a twenty-dollar broadband account each month; at those rates, a penny would pay for fifty thousand pieces of mail.)

Spam's growth has been metastatic, both in raw numbers and as a percentage of all mail. In 2001, spam accounted for about five per cent of the traffic on the Internet; by 2004, that figure had risen to more than seventy per cent. This year, in some regions, it has edged above ninety per cent—more than a hundred billion unsolicited messages clogging the arterial passages of the world's computer networks every day. The flow of spam is often seasonal. It slows in the spring, and then, in the month that technology specialists call "black September"—when hundreds of thousands of students return to college, many armed with new computers and access to fast Internet connections—the levels rise sharply. Attempts to police the Internet have met with only partial success. On May 23rd, the federal government indicted Robert Alan Soloway on thirty-five counts, including mail fraud, wire fraud, money laundering, and aggravated identity theft. (He has pleaded not guilty.) In its indictment, the government contended that Soloway had sent out tens of millions of illegal e-mails in the past four years, seeking to drum up business for his Internet marketing firm. Federal agents described Soloway, a twenty-seven-year-old Seattle "entrepreneur," as the nation's spam king, and said that the arrest would have a major effect on the flow of unwanted e-mail. "Taking Soloway off the streets is terrific," I was told not long ago by Matt Sergeant, the chief anti-spam technologist at MessageLabs, one of the leaders in the growing industry dedicated to ridding the Internet of junk mail. "But turn on your computer tomorrow and see if you notice a difference. These guys are sophisticated and they are everywhere. Each time we think we have them, they respond with something new."

The increase in spam levels—nearly tenfold in the past three years—is almost solely a result of bot-nets. Messages routinely carried viruses, many of which were designed to evade traditional filters. It's not hard to do: Many people use common, easily guessed passwords to protect their wireless networks—and a surprising number don't use passwords at all. Clicking on the wrong link at a Web address can also permit malicious software to install itself on a computer and force it to manufacture spam. This is called a "drive-by download." Once a computer virus invades, it will seek out any address book, sending copies of itself to every e-mail address it can find. Spammers today almost never use their own computers or Internet connections. It is rarely necessary, since they can seize control remotely from computers all around the world. "By the end of last year, spammers had taken over enough PCs that they could really do whatever they wanted with them," Sergeant said. "Half of the time, they are doing it on your computer and you wouldn't even have a clue."

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Damn Spam by Michael Specter

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A spammer's job is to confound the filters. The spellings "V1agra" or "Vi-agr@" mean nothing to a machine, but almost any human reader gets the point. As filters become more sophisticated, spam becomes more elusive. There are millions of ways to write a word using punctuation, numbers, and other

symbols. One mathematically minded blogger who looked into it found that there are 600,426,974,379,824,381,952 ways to spell Viagra. "If I thought that I could keep up current rates of spam filtering, I would consider this problem solved," Graham wrote. "But it doesn't mean much to be able to filter out most present-day spam, because spam evolves." Indeed, most anti-spam techniques so far have been like pesticides that do nothing other than create a more resistant strain of bugs.

Stopping spam this way is a bit like trying to stop the rain by catching every drop before it hits the ground. The Internet itself is always available to help an aspiring spammer

Suggest to SAILS

Suggestion: College cards are not valid in the public libraries but the elementary and high school cards are, there are now a lot of public schools in the network and students receive cards in these schools and the public library (sometimes one child will have three or more cards - and records in the database - as they progress through a school system) Shouldn't school cards expire at the end of the school year so the 'school' record can be reactivated and updated in the next year instead of another new record added?

Answer: School cards are not valid in public libraries. Only public library cards are to be accepted in public libraries. School cards should not have the students home address, have different loan periods and different statistical categories. Under no circumstance should a school card be used in a public library.

Suggestion: Could we please reach an agreement on item types? When libraries -- such as Seekonk-- use specialized types SKDVD etc then our items get checked out for 28 days regardless of what our item type is. And their items get checked out for 28 days because their type doesn't match. We have 3 day magazines going out for a month when they go there. Please encourage the directors to come to an agreement on item type definitions such as 14day means 14 days everywhere.

Answer: In 2000 when the network merged databases and migrated to SirsiDynix it was agreed that 1.) Libraries could use their own item types with their own rules and 2.) that items coming to a library from another library would follow the borrowing library's rules and not the owning library. To prevent the situation described above we try to enter the item types not used at a library in their circulation map that match similar item types used at the circulating library. For example, if a library has a 7 day loan period for DVDs and uses DVD as the item type. Another library uses the item type of DVD-ADULT for R rated films. We enter an entry in the circulating library of DVD-ADULT that matches their DVD loan rules so patrons always get the same loan period for DVD's no matter where the item belongs. The problem with the 14 day item type is that it is not format specific and doesn't translate well into other libraries' circulation map.

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Upcoming Training & Meetings

Upcoming Training

Detailed descriptions and registration information, are available on the [SAILS website](#), including all the OverDrive sessions.

Beginning Cataloging Training

09/26/2007
 9 am to noon, SAILS Meeting Room

Upcoming Meetings & Events

PubPac Committee

09/04/2007
 9:30 am to 11:30 am, SAILS Meeting Room

Java Cataloging Users Meeting

09/13/2007
 10 am to noon, SAILS Meeting Room

Children's Services Roundtable

09/18/2007
 10 am to noon, SAILS Meeting Room

SAILS Membership Meeting

09/19/2007
 10 am to noon, SAILS Meeting Room

Technical Services Roundtable

09/25/2007
 10 am to noon, Massachusetts Maritime Academy

Technical Services Roundtable

10/12/2007
 10 am to noon, Seekonk Public Library

SAILS Network Statistics

	July '07	Total FY08
Total Intranetwork Loans	61,618	61,618
Total Items Circulated	418,201	418,201
OverDrive Circulation	691	691
VirtCat Items Borrowed	1,259	1,259
VirtCat Items Loaned	634	634
Cataloging Requests	2,632	2,632
WebDewey Sessions	0	0
MARC Records Added	2,811	2,811
Patrons Added	4,215	4,215
Holds	48,737	48,737
Total MARC	985,258	985,258
Total Holdings	3,485,377	3,485,377
Total Patron	443,269	443,269
Total Uptime	99.65	99.65