

SAILS Network News

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Inside this issue:

SAILS Promo Banners	1
Replacement Cards	2
Director's Station—	2
Free Marketing Resources	2
Trends in eBooks	3
Monthly Trivia	3
Call Numbers	4
Laptop Recycling Idea	4
Disaster Preparedness	5
Windows 7 Tutorial	
Network Stats & Events	6

Congratulations Ben! - SAILS would like to congratulate Benjamin Phinney on his new title of Member Services Librarian. Ben will continue part-time, but with increased responsibilities. He will be answering more of your questions and handling some of the network training.

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Trivia Question #1
? How can a patron get
? notices sent to their
? phone?
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Reserve the SAILS Promotional Banner Today for Your Library's Special Event!

SAILS is now taking reservations for the use of the SAILS promotional banner and handouts. We do ask that you give SAILS a minimum of 30 days notice before the event so that we can make sure the printed products are available.. SAILS will provide the banner, table, rack cards and bookmarks. The table has slots that the library can use for its own promotional materials. The library is responsible for picking up the banner and returning it to SAILS. The banner comes with its own stand, light, and folding display table. Everything has its own carrying case and it is easily assembled. There is no charge for the use of the banner or the printed

material that accompanies it. The network has 3 sets that can be borrowed so we expect to be able to meet all requests. If you would like to borrow the banner kit please email eservices@sailsinc.org with the dates needed. Add a day before and add to allow for pick-up and return.

FAQ—Issuing a Replacement Patron Card

When you issue a replacement card to a patron please be sure to ask them if they use the SAILS Overdrive collection and if so do they have any items on hold. If the patron answers yes, send an email to support@sailsinc.org with the patron's old barcode and new barcode. The holds in Overdrive are not automatically transferred to the patron's new number. SAILS staff must ask Overdrive support to move the holds to the patron's new number. If this hasn't been done, it can be confusing for the patron when they log into Overdrive with their new card number.

Directors Station—Quick Start Training Available

Have you ever wanted to see what days of the week or hours of the day your library is busiest? Have you wanted to run customized monthly report of circulation by home location, item type or user category? Do you want to begin a weeding project at the library?

All of these tasks and more can be accomplished with Directors Station. SAILS can provide you with some quick start tools so you can use Directors Station to get the data you need about your library and its collection.

The SAILS Member Services Department is available to set up easy to use report templates for your library that will provide you with commonly requested statistical reports. We can train the library director or another member of the staff to use the Directors Station report templates that will be set up for you by SAILS. And of course, SAILS staff can always modify or add to the templates available to you. The network is going to be moving from running basic transaction statistics on Workflows to the use of Directors Station in order to free up system resources so if you rely on daily reports of usage or monthly stats by item category or patron category now is the time to learn how to use Directors Station to get these figures. Email eservices@sailsinc.org to schedule training. We will follow up with a quick questionnaire to determine what type of information you want and when you are available to attend a webinar.

Free Marketing Resources

If you are at all interested in telling people about your great library services, take a look at Vertical Responses plethora of [free marketing information](#). They have how to guides, webinars, slide shows, tutorials, and much more. Some of the titles are:

- A Quick Start Guide to Email Marketing
- Event Marketing for Your Business
- 5 Steps to a Successful Newsletter
- Step-by-Step Guide to Survey Success
- Get Social and Get Results



As SAILS has mentioned before, the service is free to non-profits and will allow you to send out 10,000 emails each month! Everything is done online and SAILS is happy to export your patrons' emails and assist with moving to the Vertical Response service.

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▪ **MLA Meet & Greet!**
▪ Join Laurie Lessner
▪ and other MLA
▪ member (and non-
▪ members) for a fun
▪ night out at [Toby Keith's I Love this Bar and Grill](#).
▪ September 9th from
▪ 7 PM—10 PM.
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Trends in eBooks

- According to the Association of American Publishers (AAP) sales figures for the first half of 2011, eBook sales were up 160 percent compared to the same period last year
- Kindle eBook sales surpassed Amazon’s hardcover sales back in July 2010, and they surpassed paperback sales in January 2011 of this year. But now it’s bested both of them combined
- Publishing Executives expect eBooks to be half of all units sold by 2014
- The share of adults in the United States who own an e-book reader doubled to 12% in May, 2011 from 6% in November 2010
- The use of eBooks in the SAILS Overdrive collection has more than doubled since January 2011.
- Kindle users will be able to use the SAILS Overdrive collection soon – the demand for downloadable eBooks will increase significantly

For Adobe EPUB eBook, Adobe PDF eBook from 5/1/2011 through 8/29/2011

Date	Checkouts
5/2011	1,894
6/2011	1,971
7/2011	2,342
8/2011	2,370
Grand Total (4 Months):	8,577 Checkouts

Monthly Trivia—Congratulations Michele Tapper-Racine from Lakeville Public Library!

Michele Tapper-Racine, from the Lakeville Public Library, is our August trivia contest winner. We had entries from Carver, Fall River, Lakeville, Middleboro, North Attleboro, and Somerset. The library with the most entries was North Attleboro!

The Answers:

- 1. What are the user category 1 and item category 1 used for? Why are these important?**
 Item Cat 1 is used for item classification and User Cat 1 is for patron classification. Both are important for in-house management and statistics. Monthly statistical reports of how your collection is used are based on these categories.
- 2. How can a patron view their past checkouts in iBistro? What steps need to be performed?**
 The librarian must first go to the Modify User wizard and on the Basic Info tab go to the "Charge history rule" and choose ALL CHARGES from the drop down menu. The patron will now have an additional tab when he/she logs into their account on iBistro that reads "Past Checkouts" where they will be able to see their history of items that were returned after this function was enabled in their account.
- 3. Why is it important to update the profile for a patron who has a temporary online user card? This is the one they signed up for using the online user registration form.**
 This one stumped almost everyone. The answer is: with the OUREG profile the patron’s privilege is good for 3 weeks and they will only be able to place 5 holds. If you don’t update the privilege, within a short time the record will also be removed from the system, as long as they no longer have don’t have holds on their record.

Trivia Question #2

What do you do and say when a patron asks you for their PIN?

Call Number Reminders

Do not use the subfield z in a call number for DVD's unless they are a real set. Just because a DVD is issued as a two disc set doesn't mean you should enter |zFull Set in the call number. Use the Full Set designation if the DVD is a set of different titles (a collection by an actor for instance or a full season of a television series).

Why does this matter? Because if you enter the |z incorrectly patrons' holds are not filled correctly or quickly. If your library enters the call number incorrectly all the holds could go on your copy when other copies are available.

This is a list of volumes the patron should be able to choose from in iBistro. If the |z isn't added to the call number, that library's copy won't display in the list.

Volume(s) Selected -- if you need specific volume(s) (e.g., vol.1 and/or vol.2) check each desired volume

BONUS FEATURES (Southworth Library)

DISC 1&2 (Attleboro Public Library)

DISC 3&4 (Attleboro Public Library)

DISCS 5-7 (Attleboro Public Library)

EPISODES 1-8 (Southworth Library)

EPISODES 9-16 (Southworth Library)

EPISODES 17-23 (Southworth Library)

FULL SET (Richards Memorial Library, Plainville Public Library, Fairhaven-Millicent, New Bedford Wilks Branch Library, Taunton Public Library, Swansea Public Library, Dighton Public Library, Norton Public Library, Norfolk Public Library, Mansfield Public Library, Raynham Library, Easton - Ames Free Library, Foxboro - Boyden Library, Hanson Public Library, Fall River Main, East Bridgewater Public Library, Middleborough Public Library, Rochester - Plumb Library)

Please be sure this information is passed on to any who is adding call numbers for DVD sets. If you aren't sure email catsupport@sailsinc.org before creating the call number.

Don't throw out that old laptop!

When I was at Digipalooza, one library reported they took very old laptops and turned them into digital signage. They put on a screen saver for Overdrive promos. So before you get rid of yours, see if you want to re-purpose these. This isn't just for Overdrive, but if you want to put on a screensaver, here are the instructions: <http://www.overdrive.com/files/OverDriveSlideshowInstructions.pdf>

You could put up photos of your latest events or screenshots of services you provide. Do you Tweet or post a lot to facebook (or both)? Try putting a scrolling feed to your postings for people to read. I'm sure you can think of more ideas than just these. If you have any you'd like to share, send them to eservices@sailsinc.org and we'll put it in next month's newsletter!

Disaster Preparedness And Recovery Steps To Take During Weather Emergencies

Tropical storm Irene caused substantial damage to the electrical grid in Massachusetts. A number of SAILS member libraries experienced extended power outages. If your library does not have a formal disaster plan, you should be aware of the following steps to take when bad weather (hurricanes, blizzards, extreme high winds) is expected:

PLAN AHEAD!

Take steps now to ensure that you will be able to recover smoothly from a weather emergency.

- a. Have written procedures for staff to follow when shutting down and reopening the building.
 - b. Label all equipment and cables ahead of time so that staff can tell what is the SAILS cable modem, the town cable modem, the wireless router, etc.
 - c. Make sure that sensitive electronic equipment is up off the floor to protect it from water damage.
 - d. Protect important information stored on desktop computers by performing a regular backup. Store backups off-site on a regular basis or use an online backup service, such as dropbox.com.
 - e. Have a list of contact names and telephone numbers of emergency contacts. Keep a copy of the list off-site.
 - f. Establish an email or calling tree for staff to keep them informed if the library is closed.
 - g. Update your library's Facebook page and Twitter feed with the latest information.
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1. If the library is closing early or will be closed when the bad weather is scheduled to arrive take the following steps:
 - a. Send an email to support@sailsinc.org telling SAILS the library is closing early. If you are unable to email you can call SAILS at 800-331-3764 ext. 1. SAILS will send out an early closing email to member libraries.
 - b. Shutdown all computer equipment
 - c. Power down all computer equipment, telecommunications equipment, printers, photocopiers, small appliances.
 - d. Unplug equipment from their power source.
 - e. Turn off UPS devices (if you lose power for an extended period of time the UPS battery will be drained). Unplug the UPS after it is turned off.
 - f. Unplug data cables from computer equipment, telecommunications equipment, and cable modems. Label the cables so you know how to plug things back in again.
 - g. Make sure more than one person in the library knows how to reconnect the equipment.
 2. If the library is going to be off-line for an extended period of time (you have no power, snow can't be cleared, or there is a HVAC failure) email support@sailsinc.org or call SAILS at 800-331-3764 ext. 1.
 - a. SAILS will update your library's calendar to indicate that it is closed.
 - b. SAILS will also send out an announcement that the library is closed.
 - c. SAILS will run a report that updates due dates so that items will not fall due on days the library is closed.
 3. When the library reopens email support@sailsinc.org or call SAILS at 800-331-3764 ext. 1. SAILS will send out an announcement that the library is open.
 - a. Begin by plugging in and reconnecting the telecommunications equipment. Be aware that it can take 15-20 minutes for the cable connection to be reestablished.
 - b. Plug in and reconnect your equipment, printers, etc. Don't turn the equipment on until everything is plugged in. If the equipment had been plugged into a UPS, plug the UPS in first and turn it on before plugging equipment into the UPS.

**View and print out a copy of this online at: <http://sailsinc.org/corpdocs/emergencyplanlibs.pdf>

OverDrive's Training Month 2011

Register now for OverDrive's Training Month 2011 ... a perfect opportunity to learn what's new for your OverDrive service, plus get a refresher on the basics. This program is free to staff members of OverDrive partners. No travel is required ... all you need is a computer (with headphones or speakers) to attend.

Our core courses will be available as anytime recordings, plus two new 'hot topic' courses will be presented live starting September 12th.

You can register at our newly revamped Training Center, now called OverDrive Central: Online Learning Center. Register on behalf of a group or as an individual on the Registration page.

OverDrive Central is divided into four areas...

View Now: Need training right away? View our core courses at your convenience ... plus pause, stop and fast forward to suit your learning style.

Register : Register here for live courses hosted by our Training team. These sessions focus on hot topics, and are open to staff members from OverDrive partners.

Resources: Spread the word about your OverDrive service through promotional and educational materials. All materials are free to our library and school partners.

Networking: Have questions, comments, or feedback? Connect with us and other partners through Facebook, Twitter, and our blog. For more specific questions, you can email us directly.

Prizes (really great prizes!) will be awarded to winners of our Download Discovery raffle, a trivia contest comprised of questions from each session. Each time you attend a course (live or recorded) you'll have another chance to enter.

****Live courses...** SAILS has registered for these and will be happy to have anyone come join us to view together in the SAILS meeting room. Click on the date to register.

- **eBook Explosion! Tools to help you meet the challenge.**
SAILS Simulcast—[Sep 13, 2011](#), [Oct 4, 2011](#), both at 11:00 AM.
- **2011 OverDrive Experience: Sleek, simple ... smarter, faster.**
SAILS Simulcast—[Sep 13, 2011](#), [Oct 4, 2011](#), both at 3 PM

Windows 7 Tutorial

Due to all the new PCs being ordered coming bundled with Windows 7, we thought it would be a good idea to send out this little tutorial on what's new. Windows 7 is quite different from XP, and although everything you need is still there, it may be in different places or look different. Hopefully watching this video will make you and the rest of your staff more comfortable with using the new machines, without being so confused with the new setup. Here's the link:

[Getting Around Windows 7](#)

eBook Store Benefits SAILS Digital Collection

If anyone is in the process of buying ebooks for your ereaders, either for the library or personal, have you tried purchasing them through <http://librarybin.com?> In addition some titles can be purchased directly from our Overdrive site. SAILS gets a portion of the sale and that money will go towards purchasing more titles for our downloadable collection. We don't know how this compares to Barnes and Noble but it might be worth looking at as an additional source to purchase titles.



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Upcoming Events

- **9/12—PubPac Meeting**
 10 AM—noon, SAILS
- **9/13—The eBook Explosion! Tools to help you meet the challenge**
 11 AM—12 PM, SAILS
9/13—2011 OverDrive Experience: Sleek, simple ... smarter, faster
 3 PM—4 PM, SAILS
- **9/21—Board Meeting**
 10 AM—noon, SAILS
9/21—PC Support Users Group Meeting
 12 PM—1:30, SAILS
- **9/22—iTiva Voice Notification Meeting**
 1 PM—3:30 PM, SAILS

Network Statistics

	July '11	July '10	Total FY'11
Total Intranetwork Loans	59,263		59,263
Total Items Circulated	408,697		408,697
Gutenberg	378		378
OverDrive Circulation	4,736		4,736
TumbleBooks	4,322		4,322
All Formats Circulated	418,133		418,133
VirtCat Items Borrowed	1,077		1,077
VirtCat Items Loaned	488		488
Cataloging Requests	3,838		3,838
MARC Records Added	18,407		18,407
Patrons Added	3,504		3,504
Patron placed holds	52,052		52,052
Total MARC	1,120,797		
Total Holdings	3,743,094		
Total Patron	456,919		
Total Uptime	99.99		

Trivia Question #3

What two ways can you download an epub book from Overdrive? What software do you need for each?

Submit your answers to this month's questions at: <http://www.surveymonkey.com/s/sepctrivia>