

**OWLSnet
Administrative Advisory Committee Meeting
Outagamie Waupaca Library System
March 23, 2012**

Present: Michael Nitz, Tasha Saecker, Pat Stangfield, Paula Wright, Appleton; Rebecca Buchmann, Black Creek; Kathy Mitchell, Clintonville; Stephanie Weber, Florence; Carolyn Habeck, Hortonville; Maggie Waggoner, Kaukauna; Pam Ellingson, Lakewood; Ellen Connor, Manawa; Sandra Hipke, Jennifer Thiele, Marinette; Trinitie Wilke, Marion; Ann Hunt, New London; Joan Denis, Oconto Falls; Evan Bend, Patty Hankey, Laura Jandacek, Rick Krumwiede, Gerri Moeller, Anne Paterson, OWLS; Sue Vater Olsen, Scandinavia; Elizabeth Timmons, Seymour; Melanie Waldron, Shiocton; Becca Berger, Linda Streyle, Sturgeon Bay; Dominic Frandrup, Waupaca; Kristi Pennebecker, Weyauwega

1. Call to order
The meeting came to order at 9:30am at the Appleton Public Library.
2. [Minutes of the January 20, 2012](#)
The minutes of the meeting were accepted as distributed.
3. AAC ground rules
Rick reminded everyone that with such a large group it can be difficult to hear and follow the discussion. He asked everyone to help the meeting function more effectively by remembering the AAC ground rules.
4. Announcements
 - The Kimberly library will host the May 2012 AAC meeting.
 - OWLS is working on upgrading bandwidth for 29 member libraries. Approximately 10 libraries are already completed. OWLS has finished upgrading their system equipment and bandwidth to accommodate more member library traffic.
 - Other announcements
 - The Fremont and Weyauwega libraries received an award from DPI (Wisconsin Department of Instruction) for their young children's programs. Congratulations!
 - Marion celebrated its 90th anniversary last Tuesday. Congratulations!
 - Clintonville received a very generous donation from a personal estate. Congratulations!
 - Anne from OWLS recently received 6 books from the van delivery without property stamps or any other identifiable information. If these are your library's books, please contact Anne.
 - There is still plenty of space remaining in the CE class, "Walk an hour in my shoes" next Friday from 10-2:30pm. The class has gotten very good reviews and fills 4 CE credits.
5. Information – to be presented by OWLS and OWLSnet member library staff
 - Circulation update
 - Librarians and patrons have been wondering why Ecommerce does not accept debit cards, and what could be done to change this. So Gerri did some research, and it turns out that the debit card issue is a bit more nuanced than we'd thought.

There are two main types of debit used in the U.S, online and offline debit. Online debit is

mostly used in-person as it requires a PIN number to be entered into a PIN pad, after which the funds are immediately removed from the bank account. Offline debit is generally used online. It works more like a credit card, as no PIN is required, and the transactions are processed through a credit card network.

For OWLSnet, online debit is not feasible as there are increased costs for service and increased complexity in processing these transactions. Very few online vendors offer online debit as a payment option for their patrons.

However, the good news is that most debit cards can use both online and offline debit. As far as we know, **all** debit cards issued by MasterCard, Visa and Discover allow the cards to be used with offline debit. So, instead of saying we don't accept debit cards, we can tell patrons that we do accept MasterCard, VISA and Discover cards. Any cards with these logos should be able to be processed using Ecommerce.

- OWLS has updated the monthly Ecommerce report to make it easier to read. As before, OWLS will mail out monthly checks to all libraries when the total amount paid via Ecommerce exceeds \$50.00. Please note that the YTD Disbursement report now displays an amount in the first column titled 2011. This is the amount that was overpaid to your library last year. It will be deducted from the 2012 payments until the overpayment amount has been recouped. There are also two Bills Paid reports posted online to help libraries keep track of what they owe other libraries, and what is owed to them from other libraries. How long should libraries wait for a reimbursement from another library? A general rule of thumb would be two months. Many libraries go through their municipality offices to have checks processed for reimbursements and refunds.
- Overdrive update
WPLC's (Wisconsin Public Library Consortium) new website for the digital download center is in the testing queue at Overdrive. In early April, it should go live! There will be a new way to sign in to Overdrive. Instead of choosing *InfoSoup Libraries*, patrons will type in their library name. Evan will send out a test link to access the new Overdrive website for those that want to see it. So far, we have spent approximately half of the money allocated towards the Advantage program on Overdrive materials. Patrons are using our Advantage titles and checking out the copies we purchase. Unfortunately, Advantage program statistics are not recorded very well, and Advantage statistics cannot be separated from our total Overdrive statistics. The report that Evan receives displays the number of total titles checked out but does not specify the number of Advantage copies checked out. Evan can look at individual titles to see this information but he can't look at the Advantage collection as a whole. Recently added book festival titles accounted for close to 70 online checkouts. Based on the analysis of the statistics so far, we are getting better cost per circ on our advantage titles than most of our database subscriptions. It's important to know that collection development is very different for ebooks. Many of the titles we might like to purchase for ebook collection aren't available. Sometimes there are ebooks, but the publisher doesn't have an agreement with Overdrive. In other cases, the publishers have made the Overdrive ebook titles prohibitively expensive. Library patrons seem to love the service even though they may be frustrated with the current selection of materials. If any of your patrons or your library would like to contribute to the Advantage program, we will accept contributions for digital materials.

It is somewhat depressing on the e-book front. Penguin publisher is no longer releasing their

ebooks to Overdrive, which makes Random House and Harper Collins the remaining major publishers in Overdrive. Random House has increased their e-book prices to the point that some of their new bestsellers cost over \$100 a copy. While their business model allows for unlimited checkouts; it is still difficult to justify spending \$100 for one e-book. It may be a couple of years before the cost of the item is justified by the number of circulations. Harper Collins uses a different business model, offering a less expensive cost per title but limiting a purchased title to 26 checkouts. With this model, budgeting is easier but the cost doesn't go as far. Small publishers are still using regular e-book pricing. As publishers continue to experiment with business models, it is certain to be up and down over the next couple of years. Overdrive is offering a new service called WIN - Want it Now. Using this service, patrons can request titles they want purchased at the Overdrive website. The WPLC (Wisconsin Public Library Consortium) is considering adding this service to Overdrive. In order to use WIN, customers must accept advertising from publishers on the website. Many in the group felt strongly that accepting advertising for publishers such as Random House is really undesirable because of the high cost of their e-books. A committee was formed within WPLC that will look at different purchasing models. The committee is looking at vendors such as 3M; however 3M doesn't have the content that Overdrive does. Systems in Colorado and California are trying to build their own platform for downloadable materials and work directly with the publishers, avoiding 3rd party vendors. Evan wants to the OWLSnet libraries to be made aware of the services WPLC is considering and is seeking feedback. Libraries are the groups paying for these services and they should have say about the services they offer to their patrons. Evan will pass along your comments to WPLC.

- Recorded Books One Click Audio
Recorded Books OneClickdigital audiobooks went live earlier this month. Evan sent out an email and posted a link on InfoSoup. We are rolling it out slowly. OWLS will be getting bookmarks and posters from the vendor, and we are presently working on getting the marc records into the catalog. The landing page in InfoSoup provides basic information on getting started and an overview of what to expect in the collection. Some library staff commented that the service involves a lot of clicks to navigate to materials and it is not intuitive. It requires personal information and an email address to set up an account that some patrons may not like and authentication to the site isn't very good. Evan has communicated these frustrations with the vendor. All vendors require their users to set-up accounts and usually require an email address. If we want to offer audiobooks to our patrons, we will have to comply with OneClickdigital audiobooks account requirements. Our subscription is a one year trial so we could decide not to renew it in a year. Please give your feedback to Evan, and feel free to promote to your patrons.

- Other information to be presented by OWLS and OWLSnet member library staff
 - Library staff and patrons are having a difficult time searching in InfoSoup for book series information. Many commented they have to hunt for the *What's Next?* series link from Kent District that previously appeared on the first page in InfoSoup. Patrons really liked the *What's Next?* link and the ability to print out a clean, concise series list. The list was removed from the homepage because it links directly into the Kent District catalog, which is problematic. The good news is that BookLetters has recently contracted with Kent District to offer series information in their product. The series part is alive but is not on the InfoSoup page yet. Evan has a lot of input with BookLetters and is currently working on developing coding to get the series button into InfoSoup. Library Thing and Novelist also have series information that we may be able to use also. BookLetters now offers unlimited newsletters that libraries can customize to use on library web pages. Libraries can post

these newsletters on their websites to promote the latest books. One newsletter holds 25 ISBNs. If libraries need more space to promote new materials, they can use two newsletters. Let Evan know if you are interested: he can set these up for you. Libraries will be responsible for maintaining the newsletters after they are set up.

- This year, we will not offer a shared OWLSnet online sign-up for the Summer Library Program (SLP) as we have in the past. It requires a lot of staff time and effort and was not heavily used. Evan will put a page on InfoSoup with a list of libraries that offer online sign-up for their SLP. Evan can help set up online registration for any OWLS libraries that use Drupal. He can also offer advice to any NFLS libraries using Drupal.
- Project updates
 - Shoutbomb currently has 177 users with 50 new users added in February. It is a slow but steady increase. There was a technical problem for three days in February: no texts were sent during that time. The issue has been resolved so it won't happen again. Some libraries have discontinued mailing print notices to patrons who have signed up for Shoutbomb. If a Shoutbomb patron is signed up to receive print notices, OWLS strongly recommends you continue to send print notices to them. If a text message should fail or a patron decides to change a phone number and not notify Shoutbomb, they wouldn't receive any notices. If you are concerned about the postage costs involved in mailing print notices, you can encourage your patrons to sign up for email. If patrons are concerned about giving you their email address, we could create an OWLSnet privacy policy book mark or post something on the website. Notices for Overdrive materials do not go through Shoutbomb texts. WPLC controls overdrive notices so it is a separate process. At this time, Overdrive does not offer text notifications.
 - The Online Patron Registration form is still in staging. When you go to the form, you will get an error message. Go ahead and allow the exception; it is safe to continue on to the website. Once we've moved Patron Registration to the live site, it will no longer create an error message.

While some of the text in the form cannot be changed, there are some decisions the group needs to make regarding the content of the form.

- The form currently is set to have a 5 minute time-out. The testers were OK with this amount of time.
- The text at the top of the form mentions the temporary number, the ability to place 5 holds and the 30 day time period patrons have to pick up their permanent cards. Someone suggested patrons may think holds will be available for 30 days as well and maybe we should add text to clarify. However, the more text we add to the form, the more it may deter patrons from reading the form. The group agreed 30 days is a reasonable amount of time for online patron registrants to pick up their permanent cards, and approved the 5 holds.
- Should we require a middle initial? Currently, all fields in this form are required and an error message will display if a field is not filled in. The group agreed a middle initial should be required. If a patron tries to submit the form without a middle initial, new text will display stating a middle initial is required and if the patron does not have one, they should type *none* into the field.

- Should we require an email address? It makes sense to require an email address on the form. Without an email address, new patrons won't receive a confirmation email that includes their temporary card number. The temporary card number does appear on the confirmation page; however, if patrons click out of the confirmation page without recording or printing the temporary number, they will not be able to place holds without the emailed confirmation. There is a link on the confirmation page to get into InfoSoup but the link does not prefill in the patron's temporary card number. If the patron supplies an email address, they will get a confirmation email with the necessary information to place a hold. The group agreed that an email address should be required.
 - When a patron comes into the library to get his permanent card, staff will search on the temporary card number or the patron's name to pull up the temporary record. The temporary record contains a pop-up message instructing staff to fill in required patron record fields. Libraries will want to edit additional fields based on their local registration practices. Unfortunately, there isn't any easy way to set up online registration with pre-designated home agencies so staff will be required to fill in the home agency. The online patron registration form also doesn't ask patrons to enter their information capitalized. Gerri is working on enabling our notices to print information capitalized regardless of how it appears in the patron record. (Why do we do this? The post office requests that information in the mailing address be capitalized.)
 - Is there a way to see at a glance if a hold is reserved for a temporary online patron? Many libraries call their patrons when holds are ready for pick up and it would be helpful to know who the temporary patrons are. It will be simpler for libraries who use a hold alias, as these patrons won't have this. For other libraries, the hold slip may look like a regular hold slip.
 - If you have additional suggestions about the form, please send them to Gerri.
 - The digital signature units are not working in the current Millennium release on Windows 7, 64 bit computers. We need to upgrade to R2011 to fix this. If we upgrade, it is possible that our print templates will break. Gerri sent samples of our templates to another library operating in Millennium 2011 to see if our templates will work. If the templates work, we will upgrade Millennium as soon as possible. If the templates won't work, we will have to modify them. Modifications may be time consuming and it could be a couple of days where our spine labels wouldn't work. Before we move to Sierra, we will be required to upgrade to Millennium so the templates will have to be looked at anyway.
 - Once the upgrade to Millennium is complete, we will work on installing the digital signature units. The digital signature unit feature will be turned on in Millennium before we go live so staff can practice with them. OWLS recommends a soft opening when we go live with online patron registration.
- E-reader white paper

Anne shared an e-reader white paper with the group. The white paper will be posted online and covers issues for libraries to consider before purchasing an e-reader. The first part includes the basics, like considering your audience and materials, deciding how to organize materials and determining who will be responsible for maintaining the e-readers. The second part of the document contains device specification information and things to consider when buying. If you are planning on buying an e-reader, please look at the document. Once you have purchased your e-reader, please send it to cataloging and include all of the pieces that will circulate with it.

Contact Laura or Gerri at the OWLS office to set up loan rules and fines. After your e-reader has been cataloged, when you add new titles, just send the title and author information to cataloging. Appleton brought some e-reader handout guides for libraries to use. The information is constantly evolving and being updated. If you would like to request more, please contact Diana Sandberg at the Appleton library. She can send out electronic versions of the updated e-reader guides.

- Sierra update
Several staff have been beta testing Sierra. Gerri logged in to the staging site and displayed Sierra's interface. In testing, it has been slow and a little buggy but the Innovative Development Partners are working through the bugs. The tool bar on the left is gone and there is a drop down menu at the top to go into the different modules. We have confirmed that Sierra will offer us better fines and holds information, and are looking forward to creating reports that break out fines from bills.

6. Decision – consensus decision or vote

- None

7. Ideas submitted for discussion

- Should we increase the minimum Ecommerce amount to \$4 or \$5? In January we had over 500 Ecommerce transactions through PayPal. We pay an additional \$.10 a transaction for each charge over 500 in one month. It may be a good idea to implement a larger minimum fine amount to offset the cost of PayPal and credit card fees. A \$4 or \$5 minimum would be a fiscally responsible amount to allow patrons to use E-commerce. A \$4 minimum might encourage patrons to pay their fines online before the \$5.00 threshold is met. **The group agreed to increase the minimum Ecommerce amount to \$4.** The pay online button will now appear in the patron's account in InfoSoup when the patron's fines reach \$4.00.
- Should we eliminate the wireless policy acceptance page? Devices without a browser cannot log in to the library's wireless network. About half of the systems in the state use an acceptance page for their wireless. South Central recently discontinued it. Originally we thought the page would provide us with legal protection, but we couldn't find any evidence to confirm this. Both Rick and Dominic from Waupaca looked for an argument for an acceptance policy and could not find one. Do libraries really need it? All of our libraries should have an internet policy in place already. We could take down the acceptance page and staff could post a sign in their libraries. We agreed to remove the wireless acceptance page. OWLS staff will work on making this change to the wireless network.

8. Discussion – discussion of issues that may be up for decision at future meetings

- No issues for future meetings were discussed.

9. Other Business

- Staff members asked if the acquisitions cataloging tool was still working. The cataloging tool can still be used to create an order record. Just let cataloging staff know when you submit an order request: add a note indicating it is for an order record, include the ISBN, title and author.

10. Adjournment

- Meeting adjourned at 12:25pm.