2017

SEO CONSORTIUM

Users Group Meeting

Presentation by: SEO Management

Directors Day

THE AGENDA

- Introductions
- BC Products – SirsiDynix
- BC Visibility – SirsiDynix & Zepheira
- Niche Academy
- Break – 10 minutes
- Business Meeting
  - Financials
  - SEO Service Analysis
  - Common Policy
  - Custom Purchase Alert
  - Auto Renewals
  - Display
  - eRC Everyone
  - 2016 Deliverable Report
  - eResource cards

BLUEcloud

Staff	Connections	Discovery
✓ Analytics	● Community Funded Services	● Mobile
Acquisitions	✓ eResource Central	✓ Enterprise
✓ Cataloging	● eResource Management	● Portfolio
✓ Central	● ILL	
● Circulation	Lists	
✓ MobileCirc	● Visibility	
Serials	● Digital Academy	

Berit Nelson
Vice President Product Management and Library Relations
SirsiDynix®

SirsiDynix

BLUEcloud Visibility

Makes your collection visible where patrons and students are looking—the internet.

Jeff Penka
VP Product and Channel Management

John Richardson
VP Sales

Zepheira

NICHE ACADEMY

Jim Wilson

Our Mission

Online learning is making every kind of knowledge affordable and accessible in ways never seen before. It is creating new markets, disrupting old educational models, and opening new prospects for millions of online learners. The Niche Academy platform makes it simpler to teach and learn online.

Our Motto

The world isn't shaped by geniuses as much as by ordinary people that learn to work in an extraordinary way.

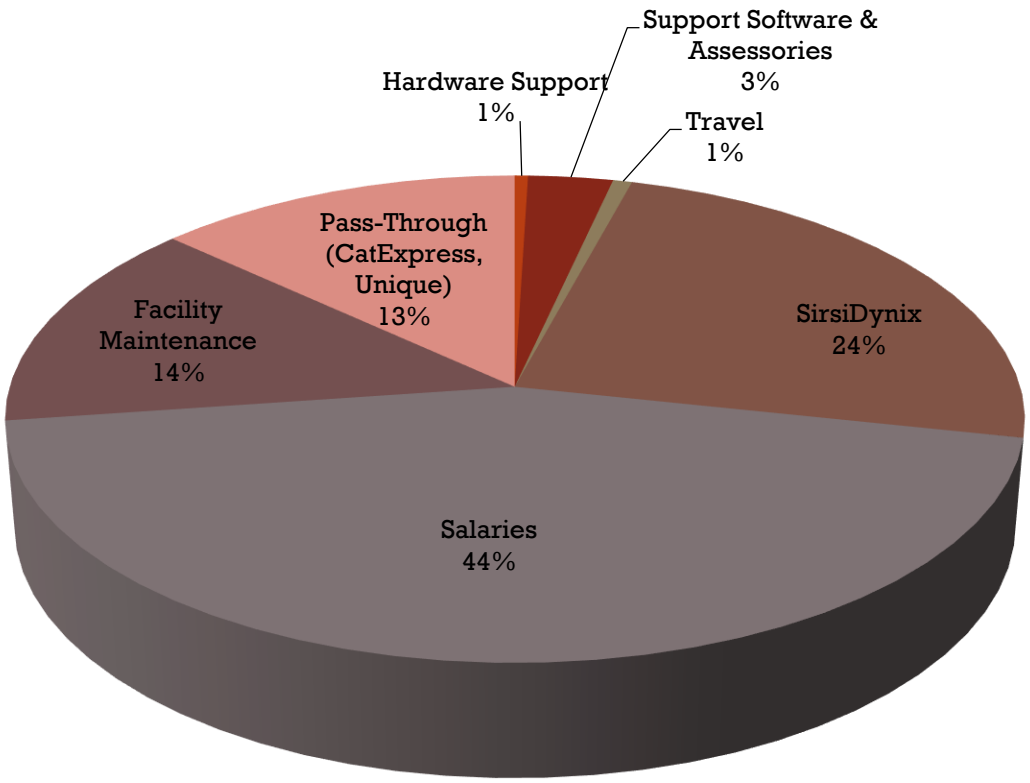
Time for
a Break!

FINANCIAL REPORT

Jamie Pardee

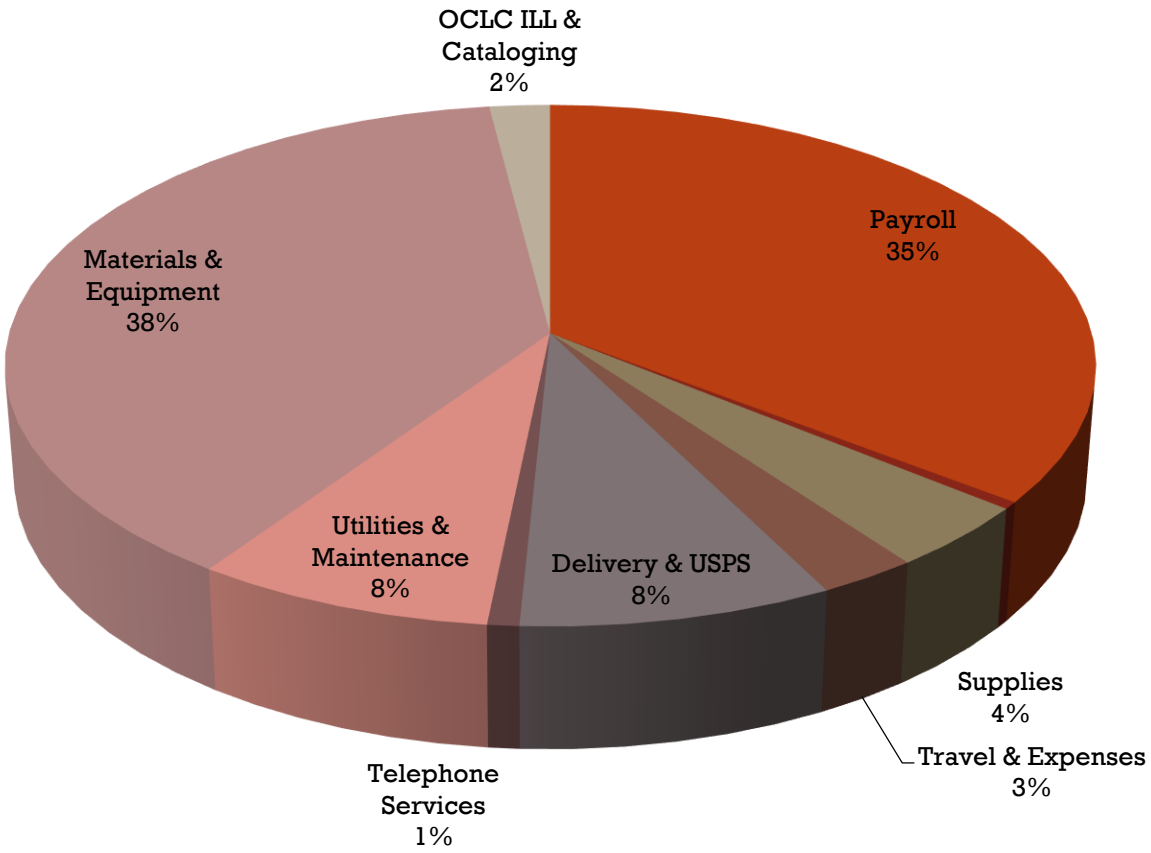
Supervisor, Fiscal Services

FY 2017 Consortium Expenses



Hardware Support	$7104
Support Software	$45,371
Travel	$10,206
SirsiDynix	$357,493
Salaries	$659,616
Facilities	$207,386
Pass-Through	$196,246
TOTAL	$1,483,425

FY17 SEO Library Expenses

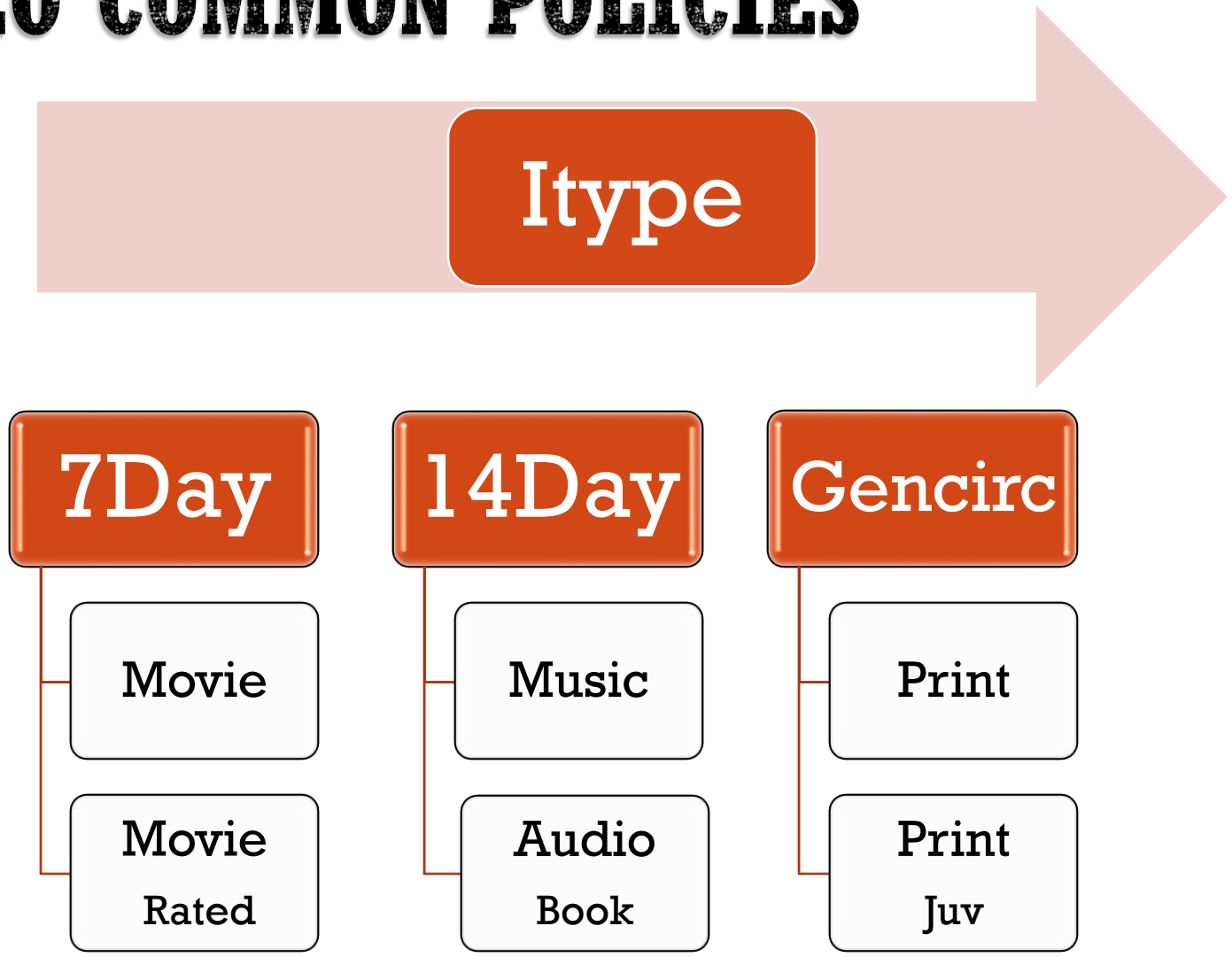


Payroll	$191,542
Supplies	$17,595
Travel	$7420
Delivery & UPS	$45,763
Telephone Services	$4395
Utilities & Maintenance	$43,541
Materials & Equipment	$236,952
ODL MARC Records	$18,798
TOTAL	$566,010

ANALYSIS OF SEO SERVICES

Activity	Target Date:
Phone conversation with Director and Consultant to approve dates and review timeline	May 26, 2017
Consultants create online and focus group survey content for Director's review	June 30, 2017
Director approves final version of online survey and focus group content	July 7, 2017
Online survey released and distributed	July 10-August 7, 2017
Focus groups conducted by consultants, on-site visits (2 days total)	July 10-August 7, 2017
Final report completed	August 31, 2017
SEO invoiced, work completed	September 2017

SEO COMMON POLICIES



AudioBook

- All Libraries – 28 Day
- No Fines

AudioBook

- Library B – 14 Day
- Fine Rate $.25

AudioBook

- Library A – 7 Day
- Fine Rate $1.00

COMMON POLICIES CIRCULATION MAP

Rules are read from the bottom up

All Exceptions would apply before the AudioBook Default

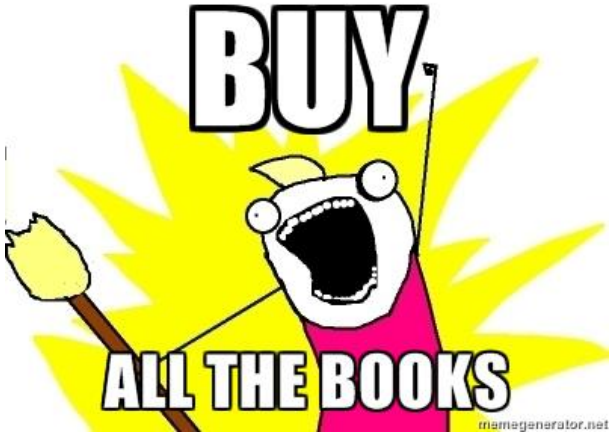
Exceptions may be;

Loan Periods

Fine Rates

User policy

Custom Purchase Alert



Holds	Copies	Ratio	Title	Author	Format
547	104	5.3	Split [DVD] / director, M. Night Shyamalan	Shyamalan, M. Night	DVD
314	36	8.7	Fifty shades darker [DVD] / director, James Foley	Foley, James, 1953-	DVD
280	1	280.0	The great wall [DVD] / Legendary Pictures and Un	Zhang, Yimou	DVD

Title	Author	Format	System Holds	System Copies	Total Holds GWE	Total Holds GWM	Total Holds GWP	Total Holds GWW	Total Copies GWE	Total Copies GWM	Total Copies GWP	Total Copies GWW
Split [DVD] / director, M. Night Shyamalan	Shyamalan, M. Night	DVD	547	104	0	4	1	2	1	1	1	0
The black book [large print] / James Patterson, Dav	Patterson, James; Ellis, David	large print	392	64	0	0	0	0	0	0	0	0
Come sundown / Nora Roberts	Roberts, Nora		352	1	0	0	0	0	0	0	0	0

AUTO RENEW IS HERE!

- This convenient service will automatically renew your eligible materials on the due date. You won't have to lift a finger.

The Library Automatically Renews - More Time To Enjoy, Less Likely to be Overdue

Here's how it works:

- 3 days before items are due, your patron will receive a courtesy email reminder

- On the date the items are due, we will automatically renew eligible items

- Patrons will receive an email with a list of items that were successfully renewed

- Renewals will occur at the original charge library

- Renewals are recorded as unseen

- Items **will not** be renewed if there are requests pending, if the items are already overdue or if a user has a BARRED status.

When choosing to opt-in to auto renewals we will update your courtesy language to the following:

"COURTESY NOTICE"

The following items are due soon at the Library.

If your items qualify for auto renewals, they will be automatically renewed on the date due for the identical loan period. Please check your account to see if your items have been renewed <Do Not Reply to this Email>

*** Courtesy Notice for items due soon at your Library. Eligible items will be automatically renewed on their due date ***

From: Your_Local_Library [mailto:sirsi@ohio.sirsi.net]
Sent: Thursday, May 04, 2017 4:15 PM
To: Bond, Boo-Boo
Subject: Library notice

Thursday, May 4, 2017

SEO LIBRARY CENTER
40780 MARIETTA RD
CALDWELL OH
43724
740-783-5705
https://ohio.ent.sirsi.net/client/seo

Dear Boo-Boo Bond,

YOUR LIBRARY MAKES RENEWING EASY!

We have automatically renewed your eligible items.

1 call number:TX 715 .S895 2002 ID:31705003287429
I'll have what they're having : legendary local cuisine / Linda Stradley.
Stradley, Linda
due:6/1/2017,23:59

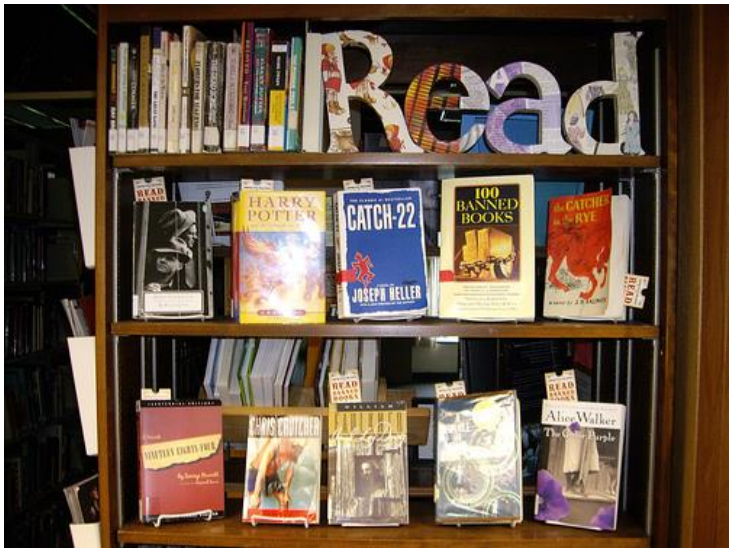
Not all material can be automatically renewed. Items will not be renewed if there are requests on that item, the item has reached a maximum of 4 renewals, the account has been blocked, or the item is digital content (ebook). To renew your items yourself, 24 hours a day, access the My Account feature using the online library catalog.

LIBRARY DISPLAYS

Display User Checkout

XXXDisplay

- Member Library Materials
- One loan period
- Due date applied
- Monthly Maintenance Reminder



Home Locations

- Display –Adult
- Display –Juvenile
- Display –Teen

- Use for local items
- On-shelf with holds

DISCUSSION????

ERC FOR EVERYONE

- Allow libraries to provide content in a unified interface
- Eliminates the need to re-direct patrons outside the library catalog
- Allow digital content to be displayed alongside physical content
- See real-time availability and previews for eBooks, audiobooks, and more
- Download titles from within Enterprise

CURRENT eRC INTEGRATED VENDORS

hoopla

Borrow free digital video, music, and audiobooks with your library card

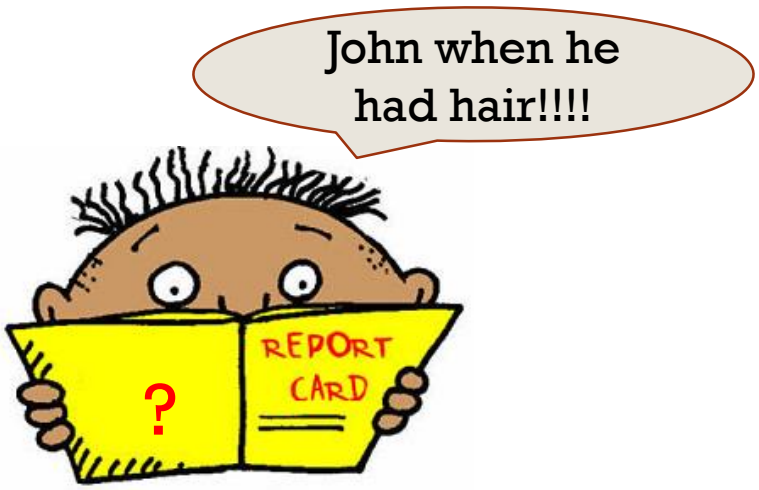
OverDrive®

OverDrive advantage™

NEWEST ADDITIONS

WHAT VENDORS ARE COMING?

2016 DELIVERABLE REPORT CARD



- SirsiDynix Cloud Services (SaaS)
- SMS Notification Enhancement
- Enterprise made to order
- BC Analytics
- On Demand Training

SIRSIDYNIX CLOUD SERVICES (SAAS)

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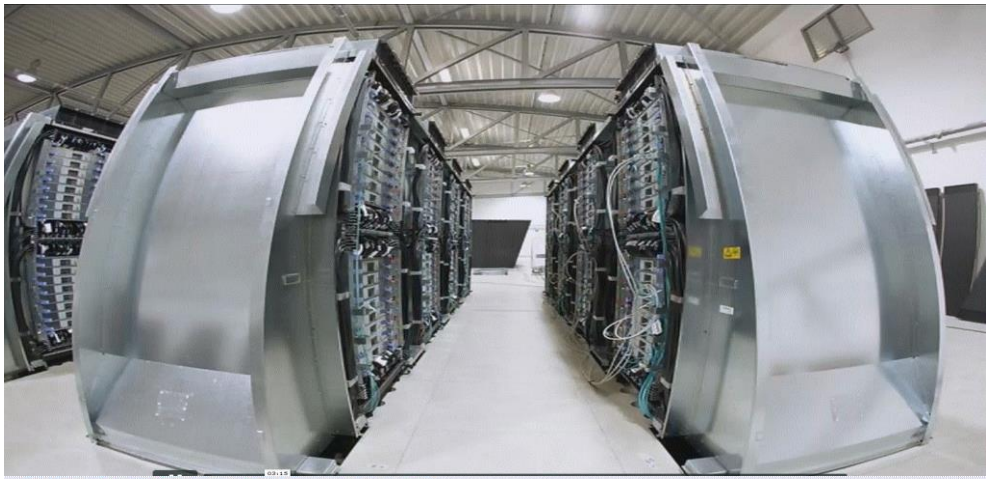
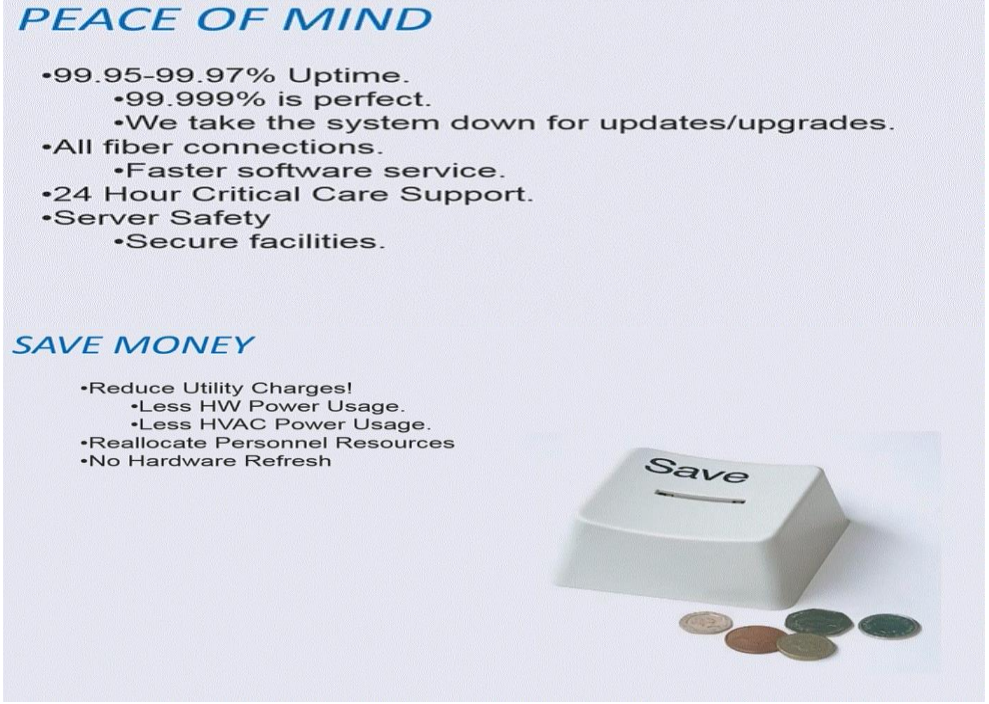
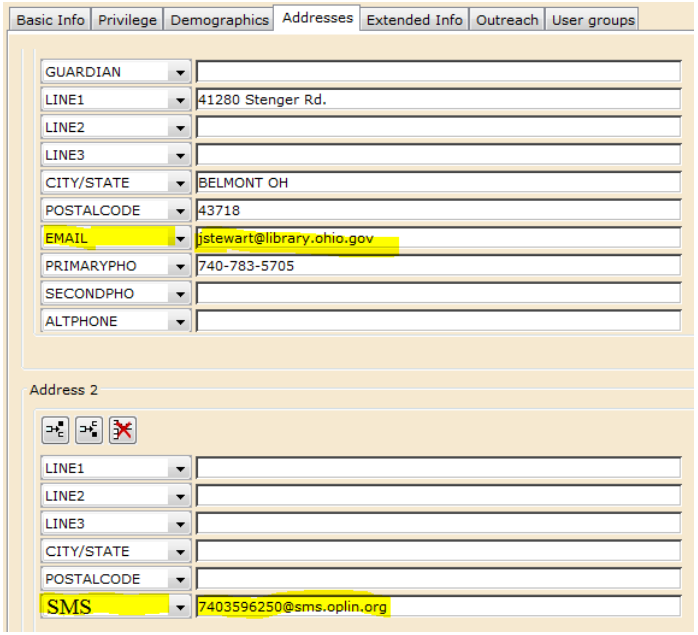




- The move from the locally hosted ILS hardware at SEO to SaaS happened on April 12th 2016. The project completed ahead of schedule with minimal impact to staff and customers. We have continued to see improved system performance with little to no downtime. Allowing my staff to focus on new features and support.

SMS NOTIFICATION ENHANCEMENT

Address 1 unchanged



Address 2 email field renamed from EMAIL to SMS

SEO moved all SMS addresses (72k) from the Address 1 Email field to the Address 2 SMS field to truly have a separation between email and text notifications.

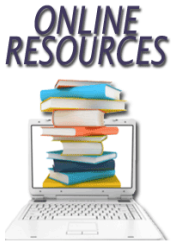
Not only did this allow our notice reports to be customized based on notification method, it aligned us with the WorkFlows' email functionality of checkout receipts and eRC when placing holds.

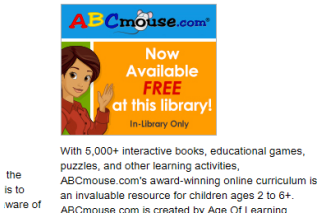
This project had some setbacks requiring a few additional conversations with SirsiDynix consultants to correct issues with custom programing.

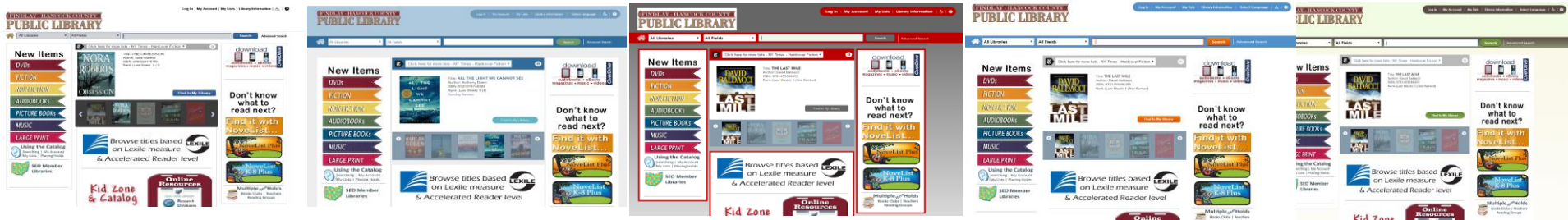
ENTERPRISE MADE TO ORDER

- The addition of a custom footer and sidebar
- Customized Online Resources
- Additional Enterprise Themes

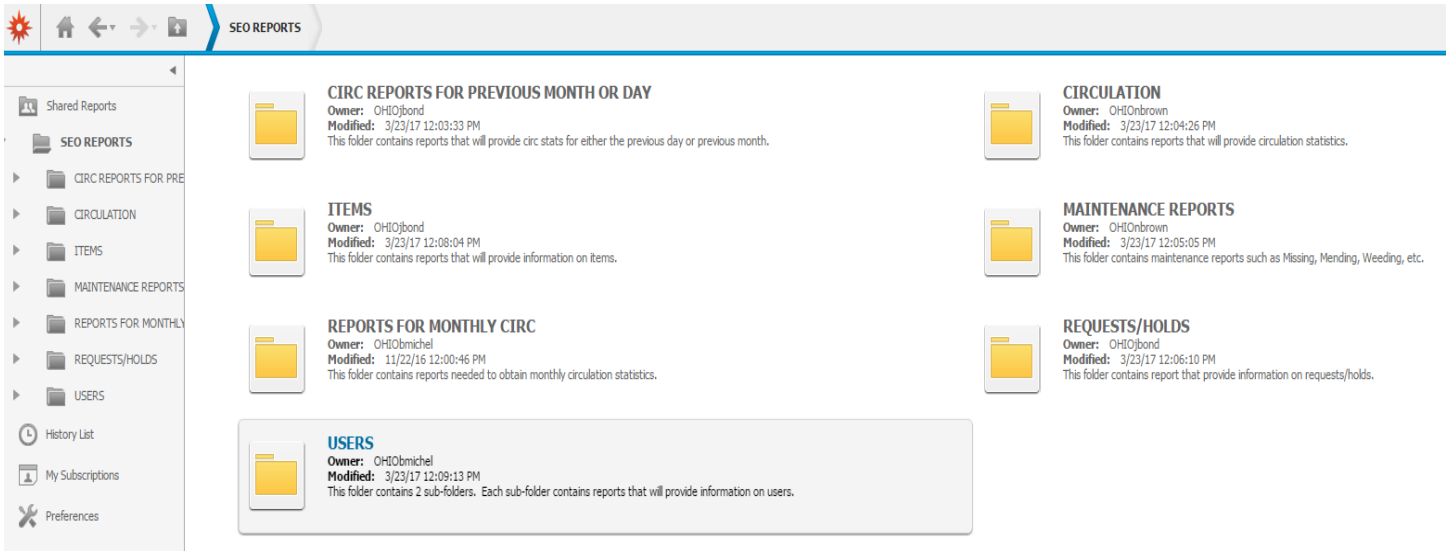
Currently 19 libraries are taking advantage of the custom themes and 5 locations are taking advantage of the custom online resource.







BLUEcloud analytics



Originally set to roll out in October of 2016, but due to some performance related issues we did not deliver as expected. We worked with SirsiDynix to resolve several issues and opened up access to 17 beta testers from various member libraries. There will be a session in tomorrows program that will demonstrate the product. We will also provide the new delivery date.

ON DEMAND TECHNOLOGY TRAINING

- After 14 years of service the Mobile Technology Training Center was retired. As a result of the lab's retirement we launched a new training program: **On Demand Technology Training.**
- On Demand Technology Training continues to offer free training to library staff, patrons, schools, and non-profit organizations. The State library of Ohio provides a trainer to come to your library for a "free" hands-on user training experience.

In 2016

- 45 locations visited
- 17 SEO Libraries *
- 28 non-SEO Libraries

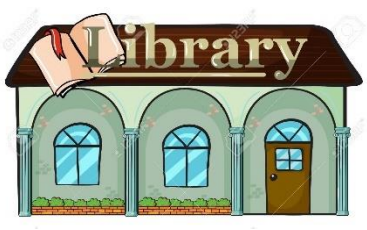
*Needs Improvement

Available Courses

- 3D Printing Introduction
- 3D Printing for Library Staff
- 3D Printing for Library Patrons
- Cloud Computing
- Device Audiobooks and eBooks using OverDrive, (choice of Android or iPad)
- Troubleshooting Devices
- Trouble shooting Patron devices (Patron receive support for library service software)
- Microsoft Windows 10 (10 laptops provided)
- Microsoft Excel 2016 (1 or 4 hour class available)
- Microsoft OneNote
- Microsoft Outlook 2016
- Microsoft Word 2016
- Cyber Security
- Laser Engraving

EBOOKS,AUDIOBOOKS, AND MORE FOR SCHOOLS

SEO Library Center



Your Local Schools have Devices, students hungry for knowledge, and budgetary constraints on providing content recommended by standards.

Most smaller schools rely on sharing one librarian across an entire the district. This librarian generally has a smaller budget to work with and often are only able purchase a few books a month.

Common Core standards Recommends that schools purchase a large number of books for classroom setting in addition to the required Text books that are required to perform day to day education. Although the schools are leaving common core, the testing standards are still based on common core foundations.

One school administer stated budgetarily they have the money to purchase 3 books a month which is what they use for adding library content across all 12 grades in the school. One librarian is forced to work with all 12 grades and no additional resources other then community donations. The librarian as well as the students are in a tough situation. This large list of recommended books under common core model would take a school 30 years to put a dent in the 2017 list. The problem is new book lists are released every year and the recommendations are updated with new titles.

The issue is children of our communities are not able to have the basic essentials for success, and the local community has these resources in the libraries. The libraries wants to provide this material to the community.

Recommended books for schools

Example: child is dyslexic, he is unable to keep the letters in order in his mind while reading, so when he reads the work he often is confused by the story. When a title is read to him there is not the focus of the letters which allows him to then focus on comprehension which is the element the rest of the class is being evaluated on and thus creates a fair playing field for all students.

Quotes from Schools

"I am excited to provide our students 21st century equipment and skills that will serve them in the world they will work in, not necessarily the one I grew up in. This partnership with our local library is a dream come true. . I am so thankful to our library for bringing this opportunity to the students of rural Southeast Ohio and Shenandoah High School."

" We are limited to be able to provide services for students with an IEP. For example a student with specific accommodations could be very positively impacted by the ability to use an audiobook to learn the same content the rest of the class is learning."

"We were able to reach the graduation rates that allowed us to qualify for grant money that we could spend in any area we chose. We went out and purchased Chromebooks with the money, and we are still identifying how we are gong to use the technology. When we heard that other schools were partnering with local library for access to the Ohio Digital Library we knew that we wanted to be a part of it. We are going to have chrome books available in our library, study hall room, and our disability coordinator's room "

Who benefits

1. Students with IEPS that are limited by budgetary constraints which often does not allow reasonable accommodations under the American with Disability Act.

2. Students looking to continue reading additional sources recommended by the Common Core State Standard.

3. Librarians at schools who hear from kids, well I have read everything I find interesting on your shelves in the last 3 years.

4. Another portal to "Trusted Sources" of information that is accepted by the academic community. This ensure kids are using "appropriate sources".

5. Teachers have more options for additional reading material once the core competencies have been completed

6. School Administration looking for implementation ideas at the macro level.

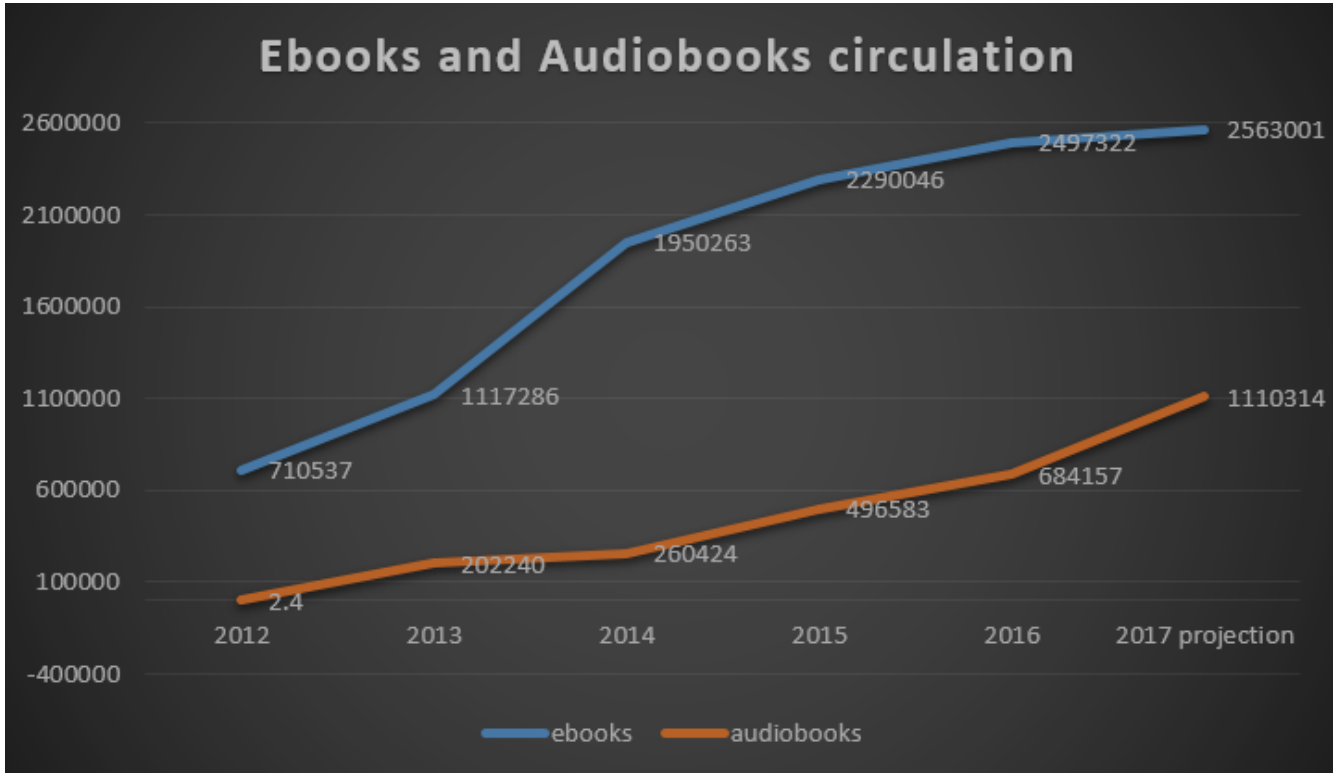
7. The library receives an increase in circulation statistics.

8. Tax payer money is going to school aged children as well as adults which free up schools to invest in other community oriented development projects.

1 small section of the 183 page recommended list and what we already have

Title and Author Content	Ohio Digital Library
Grades 11–CCR Text Exemplars ……..140	
Chaucer, Geoffrey. The Canterbury Tales …….. 140	8 copies ebook 4 audiobook s 1 Sparknotes 1 Cliffnotes
de Cervantes, Miguel. Don Quixote ……..140	10 copies ebook 3 audiobooks 1 Sparknotes 1 Cliffnotes
Austen, Jane. Pride and Prejudice ……. 142	25 copies ebook 13 audiobooks 1 Sparknotes 1 Cliffnotes
Poe, Edgar Allan. "The Cask of Amontillado."…… 143	1 copy ebook 2 audiobook s
Brontë, Charlotte. Jane Eyre……144	12 copies ebook 2 audiobook s
Hawthorne, Nathaniel. The Scarlet Letter …….. 145	18 copies ebook 4 audiobook s 1 Sparknotes 2 Cliffnotes
Dostoevsky, Fyodor. Crime and Punishment …….. 146	7 copies ebook 1 audiobook 1 Sparknotes 1 Cliffnotes
Jewett, Sarah Orne. "A White Heron."……146	2 copies ebook
Melville, Herman. Billy Budd, Sailor …….. 147	4 copies ebook 1 audiobook
Chekhov, Anton. "Home." ……148	
Fitzgerald, F. Scott. The Great Gatsby…….. 149	4 copies ebook 27 audiobooks 2 Sparknotes 2 Cliffnotes
Faulkner, William. As I Lay Dying……149	5 copies ebook 2 audiobooks 1 Sparknotes 1 video
Hemingway, Ernest. A Farewell to ……150	1 ebook
Hurston, Zora Neale. Their Eyes Were Watching God…….. 150	9 copies ebook 1 Sparknotes
Borges, Jorge Luis. "The Garden of Forking Paths."…….. 150	
Bellow, Saul. The Adventures of Augie March…….. 151	2 audiobooks
Morrison, Toni. The Bluest Eye……152	7 copies ebook 2 audiobooks

Ebook and audiobook checkouts 2012-2016 plus 2017 projection



Format	2012	2013	% increase	2014	% increase	2015	% increase	2016	% increase	2017 Projection	Projected increase
ebooks	710,537	1,117,286	57%	1,950,263	75%	2,290,046	17%	2,497,322	9%	2,563,001	3%
audiobooks	202,240	260,424	29%	496,583	91%	684,157	38%	891,103	30%	1,110,314	25%

Ohio Digital Library Increase January 1, 2017 - March 27, 2017

648,372 ebooks as of March 31, 2016 First Quarter

206,407 audiobooks as of March 31, 2016

668,742 ebooks as of March 31, 2017 First 3 months from 2016	**3.14% increase**
256,268 audiobooks as of March 31, 2017 from 2016	**24.15% increase**

THE OHIO DIGITAL LIBRARY

Libraries that partnered with school stats
Library A started in 2nd half of 2016

Ebooks	1038	2016 to March 31
Audiobooks	156	2016 to March 31

Libraries that partnered with there school results return

LIBRARY A

Ebooks	1286	2017 to March 31	**23.89% ebook Increase in Usage**
Audiobooks	333	2017 to March 31	**113.46% Increase in Usage**

ODL Average
3.14% ebooks

24.15 % increase Audiobooks

THE OHIO DIGITAL LIBRARY

Libraries that partnered with there school results return
Library B started in November 2016

Ebooks 808 2016 Jan 1 to March 31
Audiobooks 347 2016 Jan 1 to March 31

Libraries that partnered with there school results return

Library B
Ebooks 1,115 2017 Jan 1 to March 31 37.99% Increase in Usage
Audiobooks 561 2017 Jan 1 to March 31 61.67% Increase in Usage

ODL Average

3.14% ebooks

24.15 % increase Audiobooks

THE OHIO DIGITAL LIBRARY

Why possibly libraries are seeing high usage returns partnering with schools.

25% of U.S. households in the United States do not have internet because of location or economic means.

97% of adults making $75,000 more use the internet and will have it in the home.

Only 74% of adults making under $30,000 per year are likely to provide the internet at home.

66% of house holds with adults obtaining less then a high school diploma have internet in there home.

Pew Research Center June 26, 2016

Libraries that either implemented School program sharing or Considering.

Tipp City Public Library

Puskarich Public Library

Caldwell Public Library

Weston Public Library

Montpelier Public Library

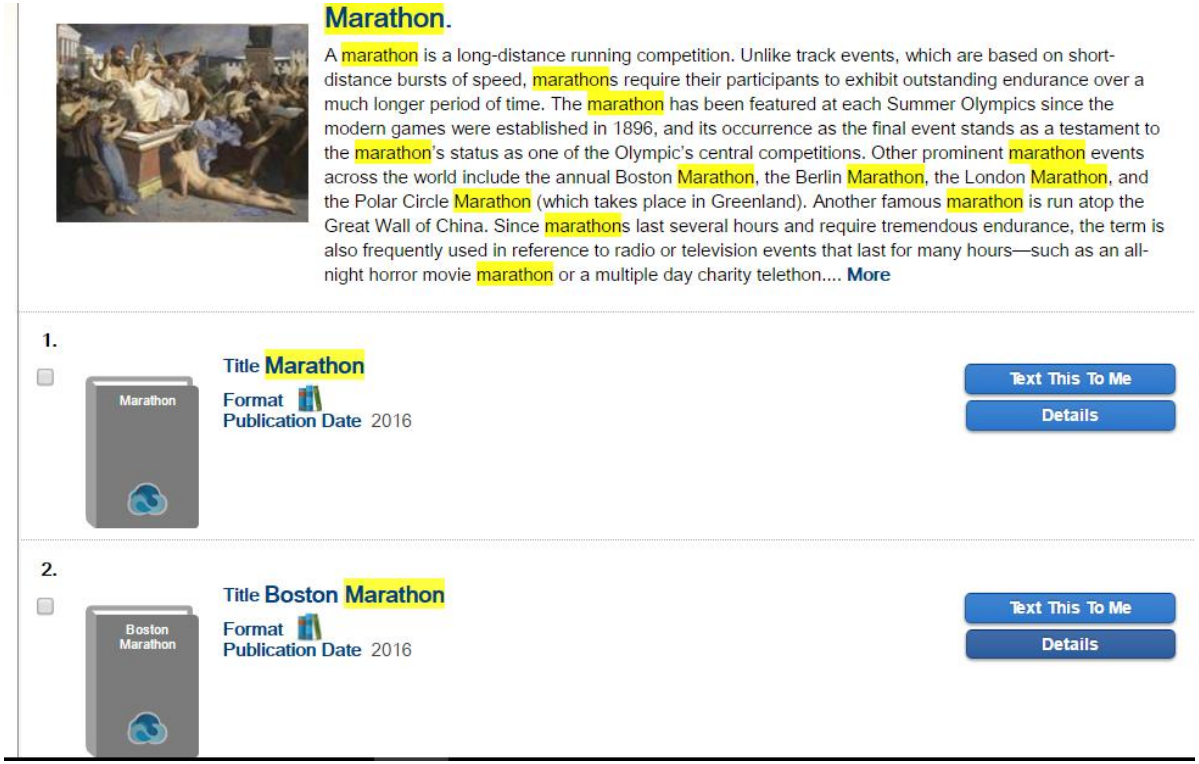
Liberty Center Public Library

St. Marys Community Public Library

Licking County Library

List could be incomplete based on libraries we worked with or information from staff.

Schools love the Ohio Digital Library access for students, but also love another EBSCO database interface.



EBSCO Discovery Service Portal

Citation Format

NOTE: Review the instructions at EBSCO Support Site and make any necessary corrections before using. **Pay special attention to personal names, capitalization, and dates.** Always consult your library resources for the exact formatting and punctuation guidelines.

AMA (American Medical Assoc.)	Reference List García J. Marathon. *Salem Press Encyclopedia* [serial online]. January 2016;Available from: Research Starters, Ipswich, MA. Accessed March 28, 2017.
APA (American Psychological Assoc.)	References García, J. P. (2016). Marathon. *Salem Press Encyclopedia*,
Chicago/Turabian: Author-Date	Reference List García, Justin D., PhD. 2016. "Marathon." *Salem Press EncyclopediaResearch Starters*, EBSCO*host* (accessed March 28, 2017).

Export to Bibliographic Management Software (EndNote, ProCite, Reference Manager, RefWorks, BibTeX, etc.) »

Choose Language ▾ Translate

Title: Marathon. By: García, Justin D., PhD, Salem Press Encyclopedia, January, 2016

Database: Research Starters

Marathon

Access to 3rd party subscriptions your library pays for that is available for home users:

Flipster

zinio™

3M

hoopla

TumbleBook Library

How SEO can help with this Process

1. We take the list of students that is provided by the school and we can "batch" create those students into the Symphony system to save you time!

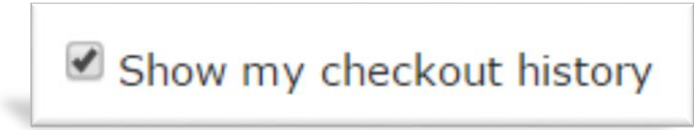
2. Set up your profile for an "Epass" which allows only electronic resource access to services such as the Ohio Digital Library, Ebsco Databases portal through enterprise, or 3rd part subscriptions you are providing already.

3. Provide any trainings or training assistance you require on using the Ohio Digital Library directly to the school administration and/or students as part of the On Demand Training Program.

4. Help walk you through some of the process of past issues that have came up and ultimately been addressed.

5. Provide example past experience that other libraries have adopted concerning epasses for libraries not certain of where to start.

A LA CARTE



Symphony
Receipt Printer

Windows
Terminal Services

MobileCirc

AUTO RENEW IS HERE!

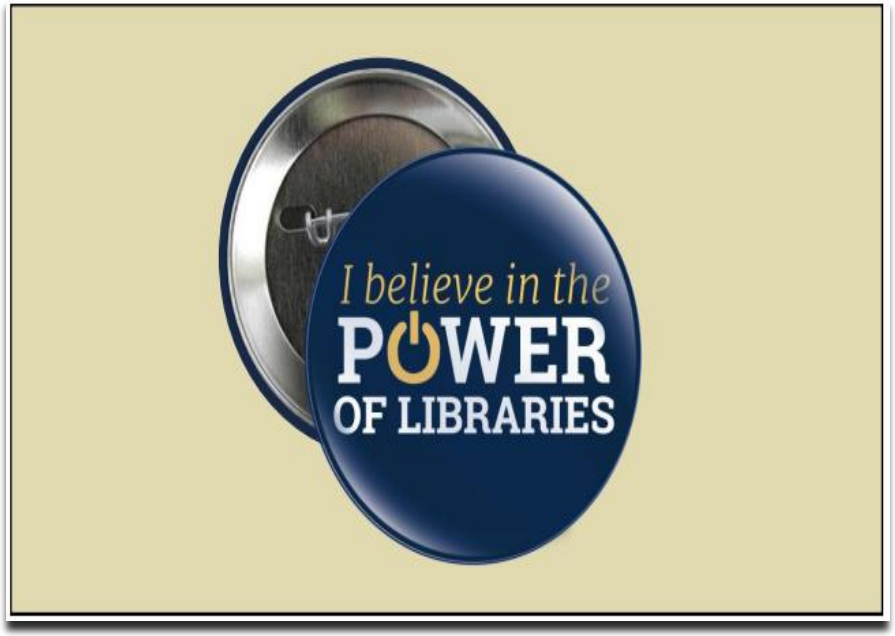
Multiple item Holds
Books Clubs | Teachers
Reading Groups

Patron Photos in Workflows

- These are items we offer to you today and will continue to offer in the future

THANK YOU FOR ATTENDING THE 2017 SEO CONSORTIUM DIRECTORS MEETING

- Slides | Documentation | & More
- http://support.servingeveryohioan.org



STATE LIBRARY OF OHIO
SEO Library Center