SWAN Quarterly Meeting

December 2, 2021

Agenda

Call to Order and Welcome

Public Comment

Introduction of New Library Directors

Introduction Item – Live voting platform demonstration

Action Item – Approval of the September 1, 2021 Quarterly meeting minutes

Information Item – Annual presentation on SWAN strategic plan

Information Item—Library engagement platforms overview

Information Item—EBSCO subscription group-purchase usage

Information Item – Future planning and interest in digitization projects/grants

Announcements and Questions

Next meeting: March 3, 2022

Live Vote Demonstration

Aaron Skog, Executive Director

Dawne Tortorella, Assistant Director

Live Voting

Meeting login information below - Do Not Forward

MA Meeting Administrator <noreply@directvote.net>
To Dawne Tortorella

If there are problems with how this message is displayed, click here to view it in a web browser.

Hi Dawne,

Voting information below - **DO NOT FORWARD**

We are looking forward to the upcoming meeting. Here is all the information you will need to vote:

Meeting Details:
Meeting Name: SWAN Management Team Test
Meeting Date: [redacted]
Meeting Time: [redacted] Central Time (UTC -6)

Click here to log in

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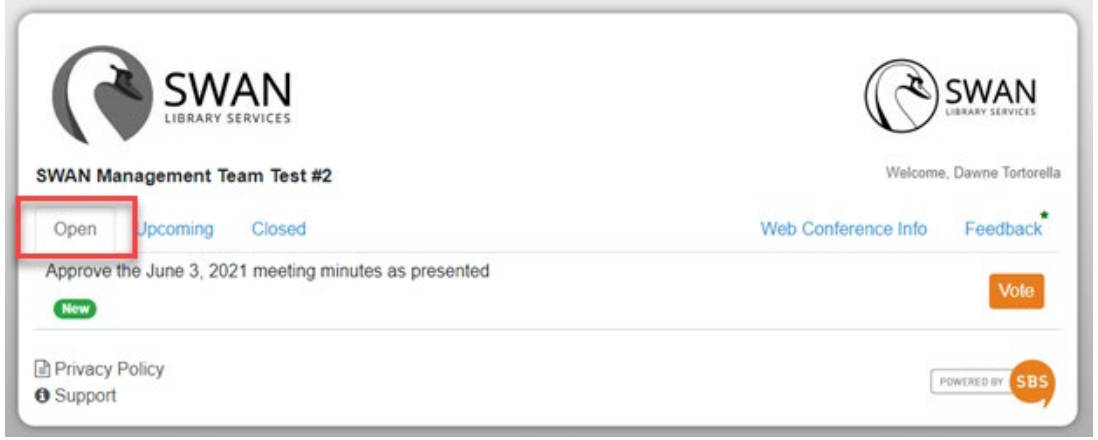


Voting

Practice vote

Approve Minutes

Our strategic initiatives

Aaron Skog, SWAN Executive Director

Completed 2021 goals

- Migrate RAILS hosted servers to SWAN infrastructure
- Replace SWAN automated voice notification
- Develop AV item type recommendations for SWAN100
- SWAN100: addition of 3 libraries to SWAN
- Recommendation of new catalog: Aspen Discovery
- Implementation of Aspen Discovery
- Scheduled monthly “Your library statistics”report
- Initiative for online self-paced training
- BLUE Acquisitions in production with 3 libraries
- Rental collection with Baker & Taylor rentals to supplement high demand holds
- Implemented Book Club Reservation system pilot – now open to all libraries

BLUEcloud Acquisitions in Production

- From success of BLUEcloud Acquisitions pilot in 2019, 3 new libraries joining SWAN in December 2020 went live in BLUEcloud Acquisitions
- SWAN team and production use libraries worked with SirsiDynix to address duplicate issues in loading records (largely resolved in Fall 2021)

Baker & Taylor Rental

- Baker & Taylor rentals provided a controlled test of introducing needed copies to meet high demand within the consortium
- SWAN now has a contract with Baker & Taylor for rental copies. The first order of rental items were placed in August 2020
- Items selected were based on high demand holds and are immediately holdable for any patrons
- These items were continuously shared, with opportunities for testing roaming collections
- When circulation demand ceased, the items were returned to Baker & Taylor
- Based on thresholds for item retention, some copies were retained permanently and added to shared book club kits managed by member libraries

Goals for 2022

- Expanded BLUEcloud Staff pilot: Circulation Advisory
- Beanstack subscription: offered & shared with common reading initiative
- Group-purchase for rental copies of popular books & movies
- SWAN eXpo resumes in-person August 2022
- Research mobile app usage & options: BLUEcloud Mobile & Aspen app
- Risk assessment and security initiative

Library engagement platforms

Aaron Skog

SWAN Executive Director

Overview – What are library engagement platforms?

What is engagement?

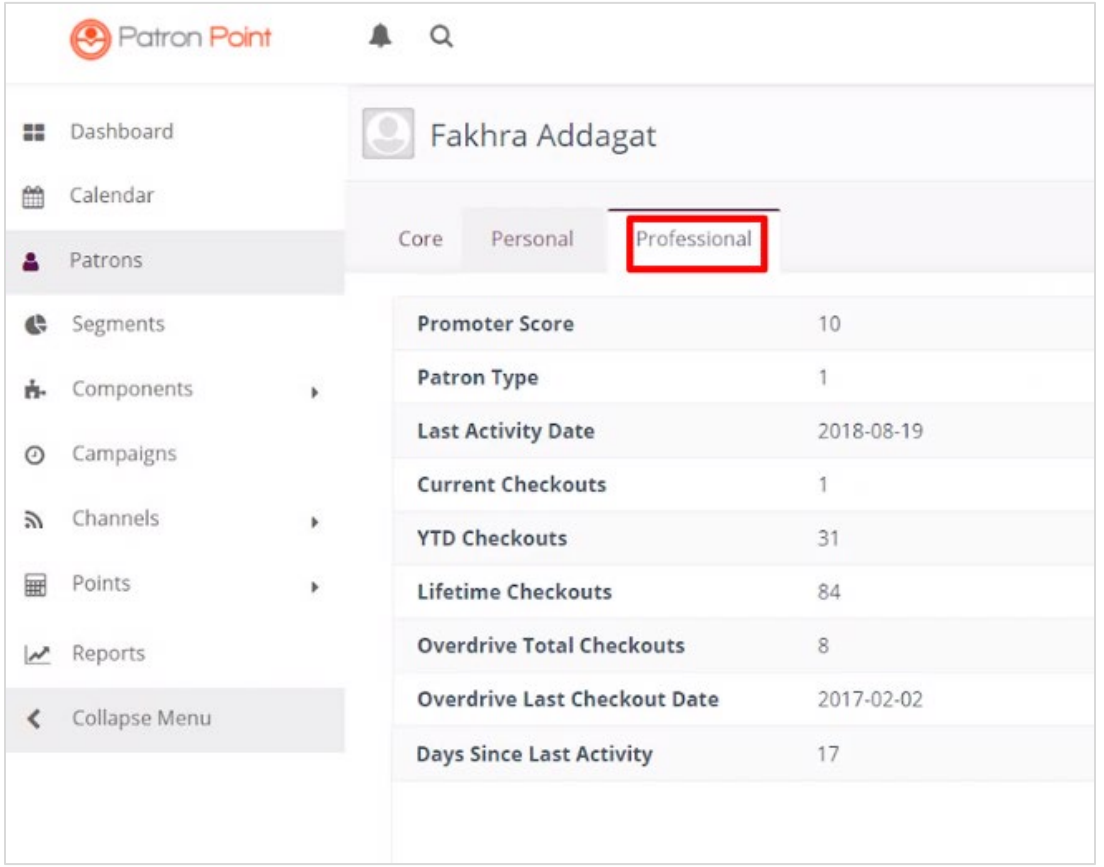
- Patron activity
- Organizing patrons into groups, “segments” or “clusters”
- Email campaigns
  - New library users
  - Preferred topics
  - Topics based on usage/activity

Platforms

- Patron Point
- OrangeBoy Savannah
- SirsiDynix CEP
- OCLC WISE

Engagement platform features

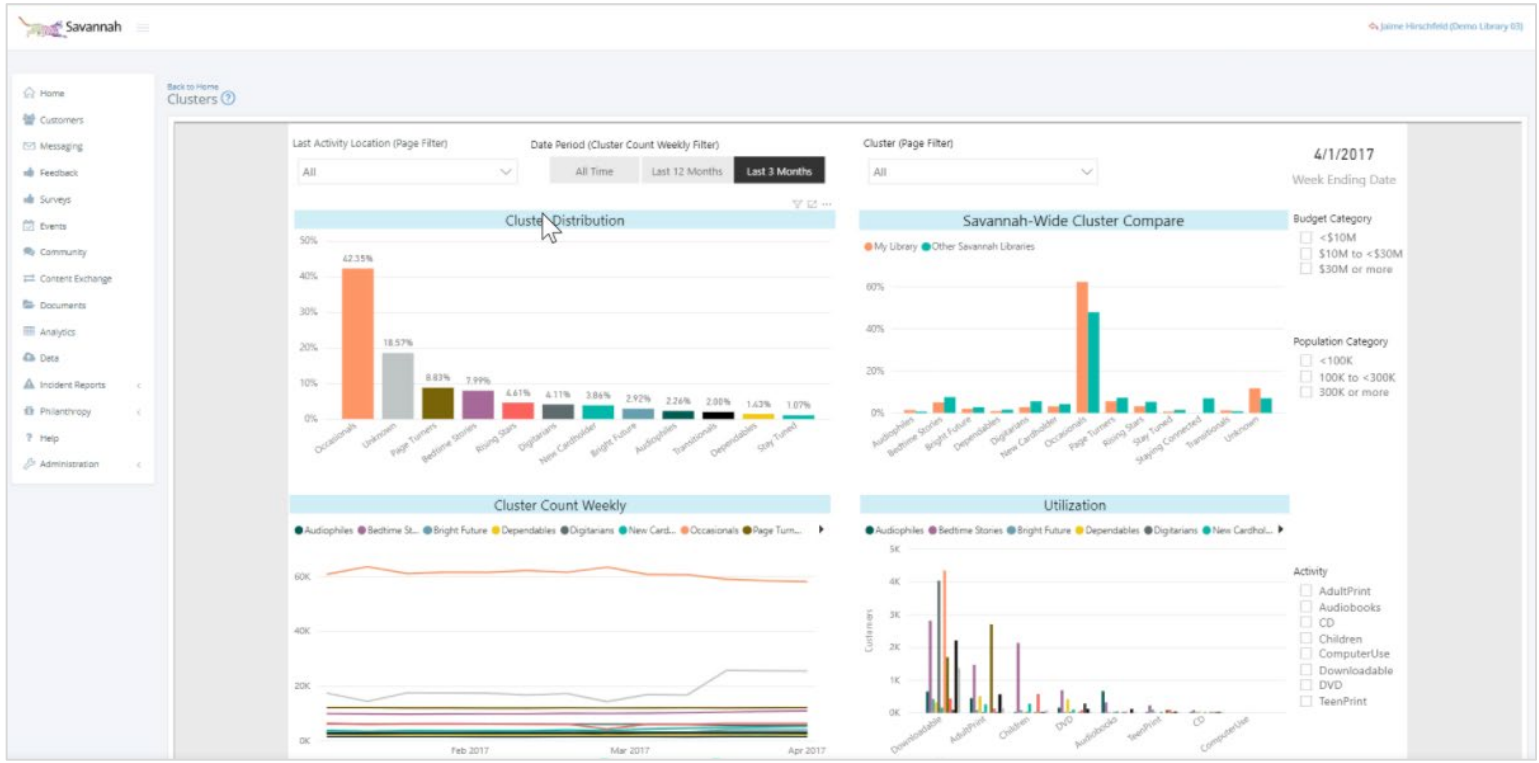
- Web-based administration
- Templates for email marketing, targeted at specific patron groups, i.e., segments
- ILS integration means some initial harvest of users & ongoing API connection
- Data integration with other vendors possible (OverDrive)
- Webpage code integrated into library website



Patron Point – patron activity detail

Engagement platforms & libraries

- Oak Park Public Library
- Tinley Park Public Library
- Lansing Public Library



OrangeBoy Savannah “Clusters” dashboard

Engagement platforms

Strengths

- Targeted email marketing
- New library card sign-ups
- Email promotion events, follow-up campaigns, library usage & interests

Weaknesses

- Writing back to the ILS
- Not a replacement for routine email notices
  - Platforms not advanced with updating the ILS notification “counters”
  - Borrowed material vs. library patrons vs. reciprocal users

Library & SWAN considerations

- Please involve SWAN early in the selection of your platform
- Data harvests & API connections take some planning, testing
- Secure data transfer is required of SWAN member libraries
- “Walk, don’t run” approach based on library staff interviews

- If there is widespread interest, SWAN could continue research into a specific engagement platform subscription
  - Centralized data harvests & managed segments
  - Support for library marketing staff on data crosswalk

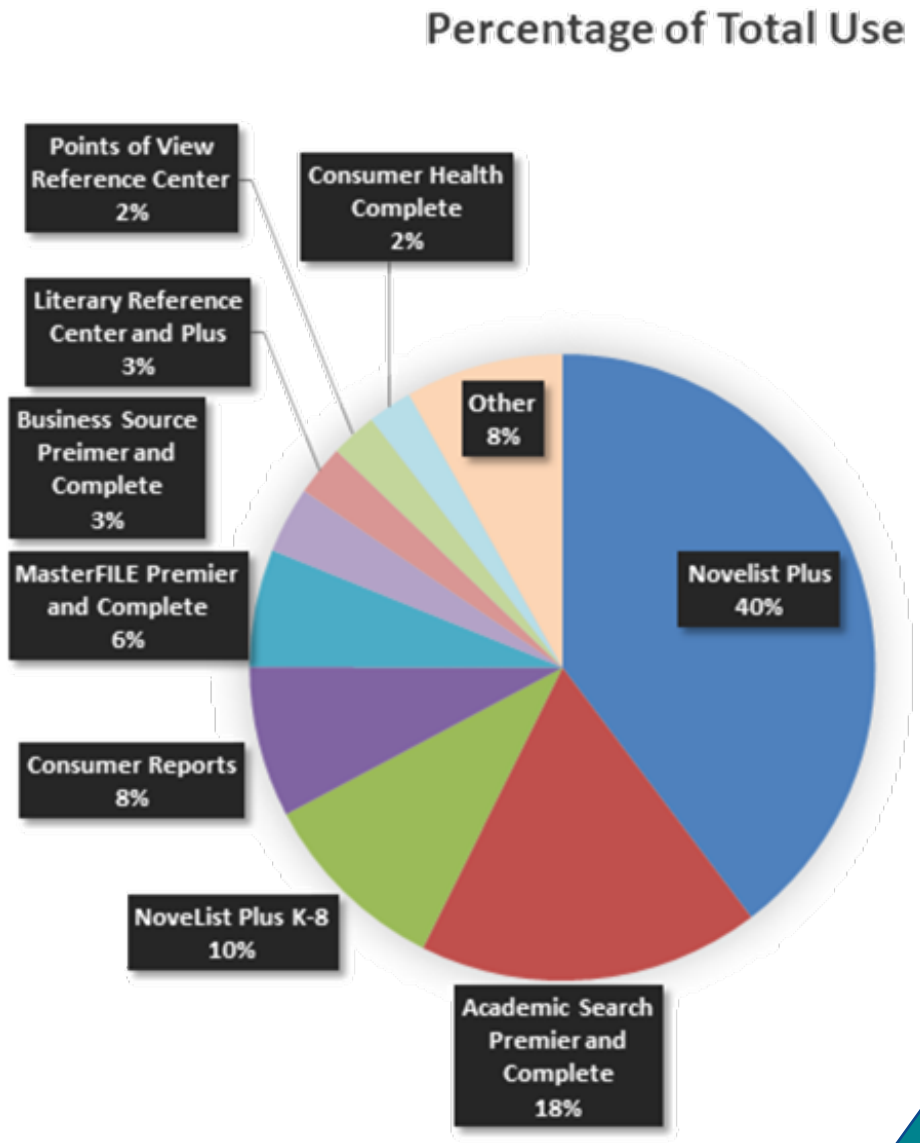
Usage of EBSCO subscription

Robin Hofstetter, SWAN Electronic Resources Consultant

Aaron Skog, SWAN Executive Director

EBSCO database usage

- Niche databases all together get about as much use as Consumer Reports
- Academic Search is the second most-used database – patrons are doing research
- "Big deal" allows SWAN libraries to serve more interests, for the same cost as Novelist & Consumer Reports



EBSCO year-3 renewal

Conversations starting with RAILS & EBSCO

- EBSCO wants opted out libraries requesting to rejoin must do so at full RAILS package B price (based on library service area population)
- SWAN EBSCO group purchase pricing uses 4 library discount tiers (based on library tax revenue)
- Year-3 total price includes 3 new libraries
- Possible 3% increase with the 84-participating year-2 libraries (worst case)

Next Steps:

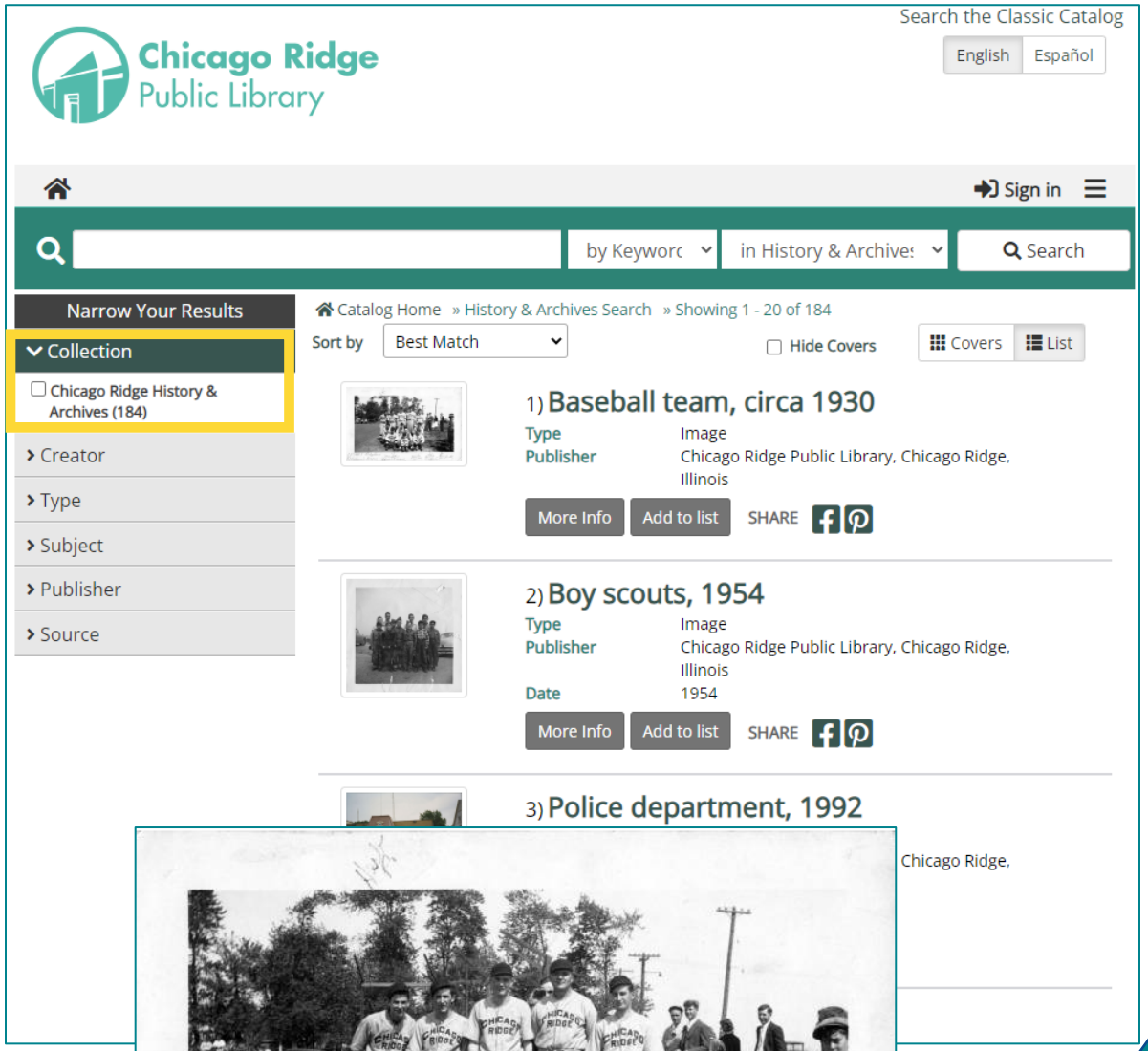
- SWAN shared year-3 pricing prior to Tuesday, February 2, 2022 COW meeting
- Opt-out deadline Friday, February 18, 2022

Digital Archives Landscape Survey

Gauging member interest and opportunities for grants from the Illinois State Library

Complete the survey

- Did you know Aspen can surface local digital collections?
- Do you currently have collections in the Illinois Digital Archives?
- Are you interested in digitizing local collections and working together to secure grant funding from the Illinois State Library?
- Are you interested in community-driven archives programming?



BENSENVILLE COMMUNITY PUBLIC LIBRARY

Search the Classic Catalog

English | Español

Sign in

library | by Keyword | in History & Archives | Search

Narrow Your Results

- Collection
  - Bensenville History & Archives (1,449)
- Creator
- Contributor
- Type
- Subject

Catalog Home » History & Archives Search » Showing 1 - 20 of 1,449

Sort by: Best Match | Hide Covers | Covers | List

1) **Virginia McNutt Northrop oral history transcript, 1959-1969**

Type Oral histories (literary works)

Virginia McNutt Northrop discusses the beginning of the public
volunteers in the 1950s, formation and incorporation of the lib
of a library, taxation and boundaries, cultural development, the
the idea of a library, the referendum to establish a public librar
the first professional...

More Info | Add to list | SHARE

2) **Bensenville area World War II news**
1940s

Type Illustrated Book

A collection of World War II newspaper clippings collected by R
collection includes reports of new soldier training, awards and
missing in action, stateside visits, and weddings and events. Wa
are derogatory toward specific groups of people.

More Info | Add to list | SHARE

Object Description

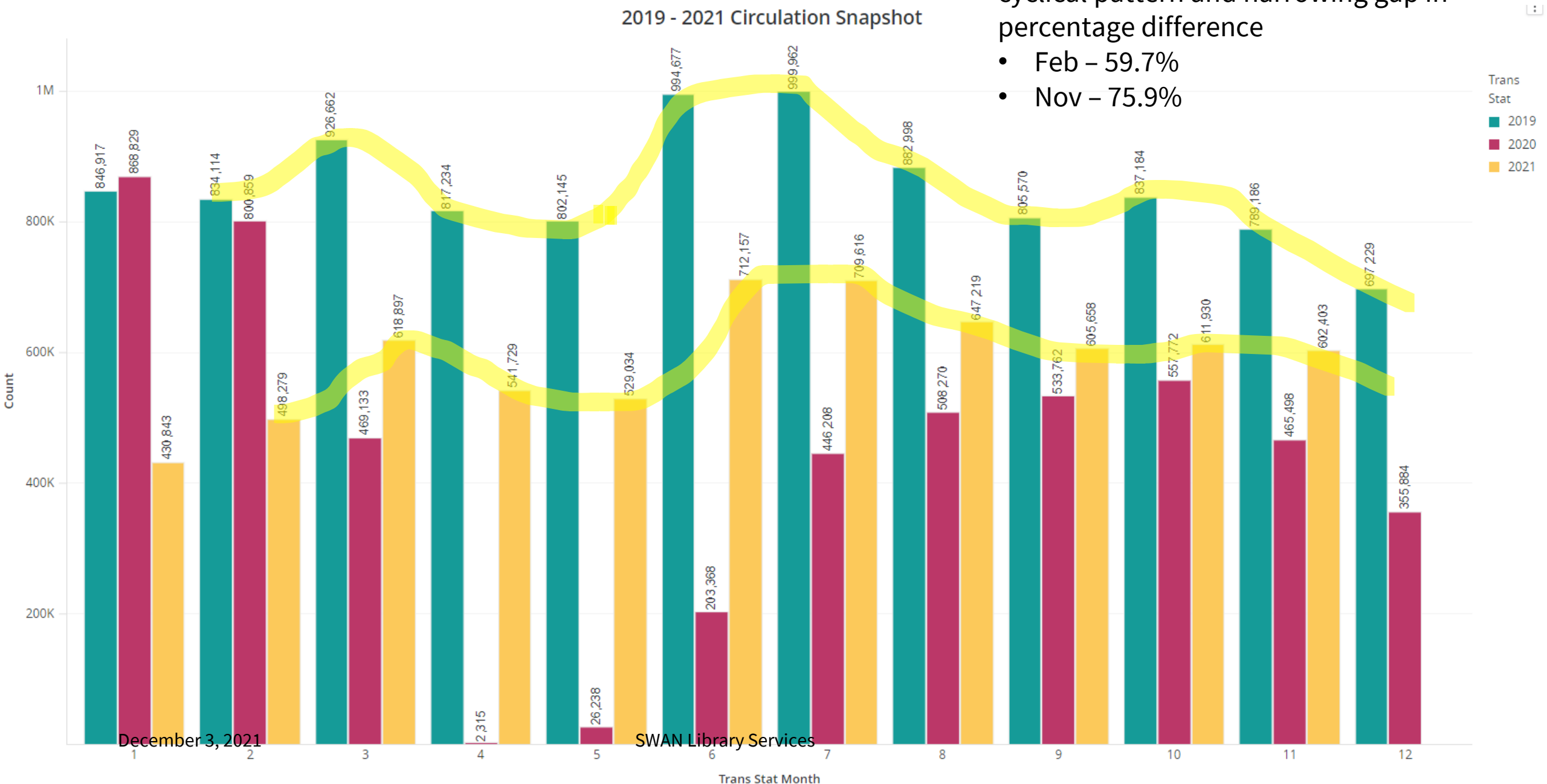
Title	Virginia McNutt Northrop oral history transcript, 1959-1969
Subject	Oral history; Bensenville; Local History; Public Library
Description	Virginia McNutt Northrop discusses the beginning of the public library in the Fenton High School library, volunteers in the 1950s, formation and incorporation of the library board, determination, practical needs of a library, taxation and boundaries, cultural development, the heritage of public libraries, examples of the idea of a library, the referendum to establish a public library district, the farm house from the village, the first professional librarian, the board of trustees, what the board needed to learn, tax levy ordinances, budgets and bookkeeping, revision of governing laws of district libraries, referendums for a building, the Branigar building, collection expansion, and libraries as information centers. Virginia McNutt Northrop, (1909-1980, Mount Hope Cemetery, Tremont, Illinois).
Date (Original)	circa 1970s
Creator	Virginia McNutt Northrop
Coverage	1959-1969
Geographic Names	United States (nation) Illinois (state) DuPage (county) Bensenville (inhabited place)
Collection Name	Bensenville Historical Collection
Sub-collection	ORH-Oral Histories
Collection Description	The Bensenville Historical Collection houses documents, photographs, and maps from the mid 1800's to present day. Several families are featured and the collection includes many types of records documenting life, schools, business, land usage, religious life, genealogy, cemeteries, civic groups, village services, railroads, oral histories and more.
Publisher	Bensenville Community Public Library
Rights	For fair use/educational reproduction. This image may be used with attribution for research, study and educational purposes. For permission to publish, distribute, or use this image for any other purpose, please contact the Local History Center in Bensenville Community Public Library, 200 S. Church Rd. Bensenville, IL 60106. Phone:(630) 766-4642; email: archives@benlib.org
Attribution	This image is part of the Bensenville Historical Collection in Bensenville Community Public Library, Bensenville, Illinois, United States.
Identifier	index.cpd
Type	Oral histories (literary works)
Format (Original)	Transcript-bound
Format (Digital)	JPEG
Date (Created)	2020-07-15
Date (Modified)	2020-07-16
Language	English
Relation	Bensenville Historic Collection
Notes	Oral History Files
Contributing Institution	Bensenville Community Public Library
IIIF Manifest	http://www.idaillinois.org/iiif/info/p16614coll53/5338/manifest.json

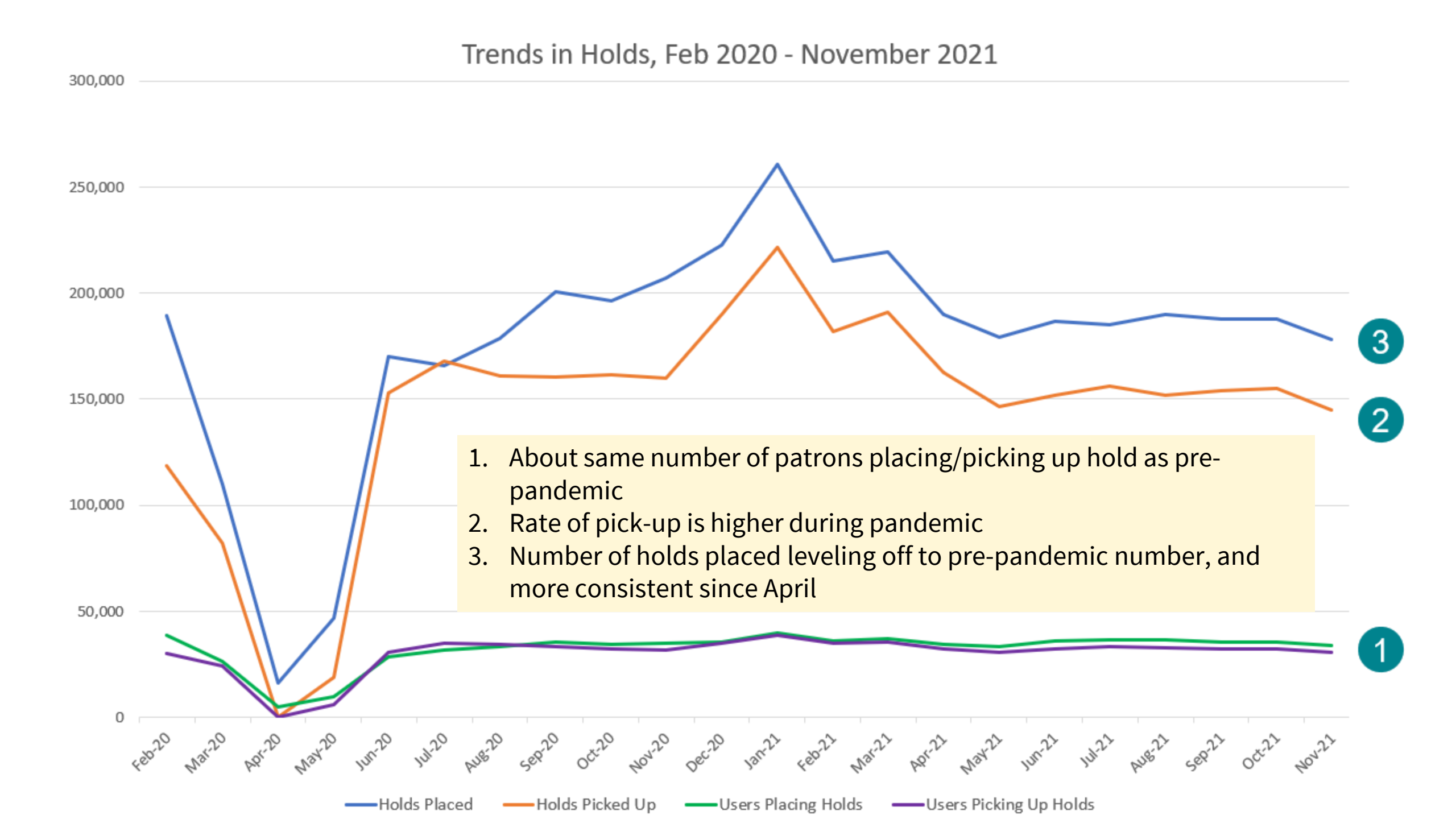
Statistics

Statistics are included monthly in SWAN Board Operations Report

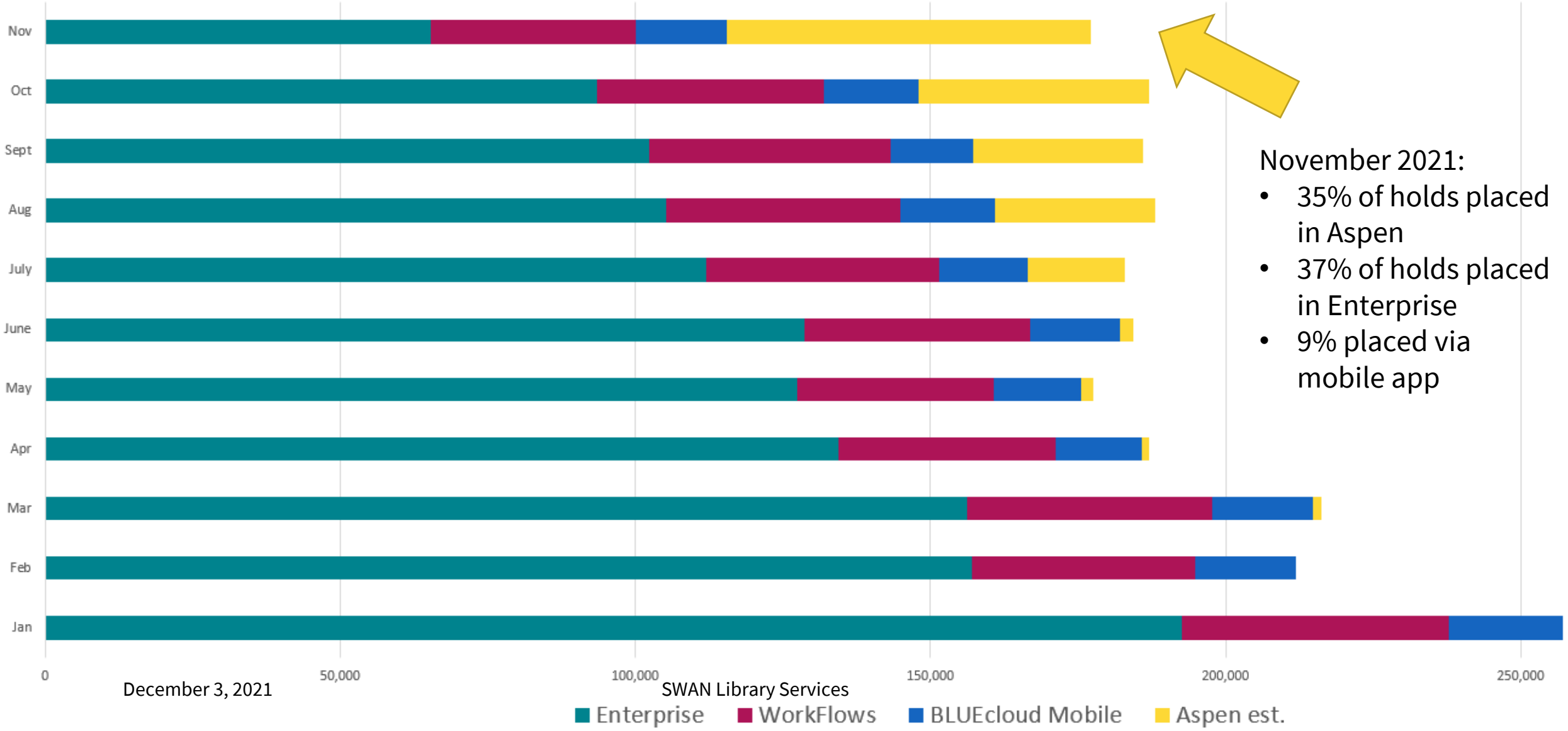
Circulation 2019 vs 2021 show similar cyclical pattern and narrowing gap in percentage difference

- Feb – 59.7%
- Nov – 75.9%




Trends in Holds, Feb 2020 - November 2021
300,000
250,000
200,000
150,000
100,000
50,000
0
Feb-20
Mar-20
Apr-20
May-20
Jun-20
Jul-20
Aug-20
Sep-20
Oct-20
Nov-20
Dec-20
Jan-21
Feb-21
Mar-21
Apr-21
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Holds Placed
Holds Picked Up
Users Placing Holds
Users Picking Up Holds
1. About same number of patrons placing/picking up hold as pre-pandemic
2. Rate of pick-up is higher during pandemic
3. Number of holds placed leveling off to pre-pandemic number, and more consistent since April
3
2
1

Holds placed by interface 2021



November 2021:

- 35% of holds placed in Aspen
- 37% of holds placed in Enterprise
- 9% placed via mobile app

Announcements & Questions

Ted Bodewes, SWAN Board President

Thomas Ford Memorial Library, Western Springs, IL