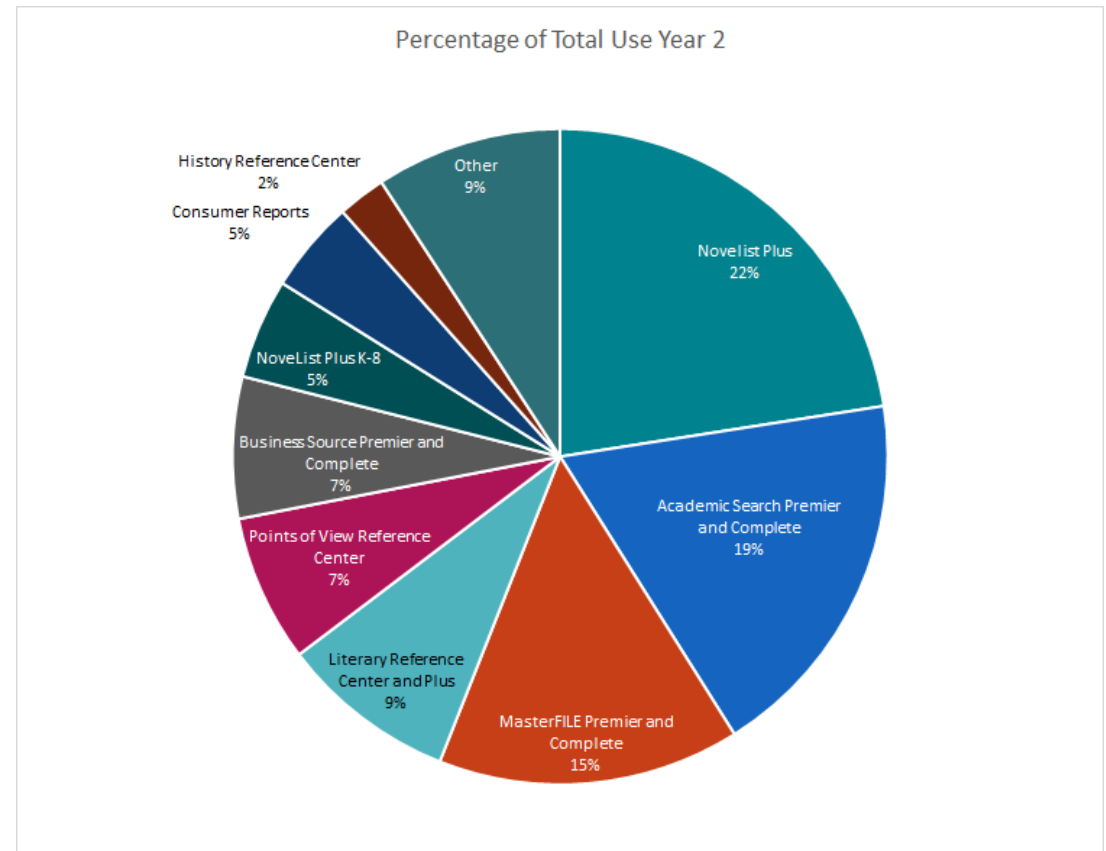# SWAN Quarterly Meeting

September 1, 2022

Agenda

1. Call to Order and Welcome

2. Public Comment

3. Approval of June 2, 2022 minutes

4. EBSCO usage statistics review

5. MessageBee proposal

6. Data visualization of library usage in GIS maps

7. Director's orientation

8. Announcements & Questions

EBSCO usage statistics

Tara Wood, SWAN

EBSCO Database Usage

- Database usage saw a 54% increase in Year 2

- Use of research and niche databases is growing
  - Literary Reference Center = 407% increase

- "Big deal" allows access to more databases for about the cost of Novelist, Consumer Reports

Percentage of Total Use Year 2

- Novelist Plus 22%
- Academic Search Premier and Complete 19%
- MasterFILE Premier and Complete 15%
- Literary Reference Center and Plus 9%
- Other 9%
- Points of View Reference Center 7%
- Business Source Premier and Complete 7%
- NoveList Plus K-8 5%
- Consumer Reports 5%
- History Reference Center 2%

EBSCO Database Cost-Per-Use

- Cost per use is down
- Year 1 = 95 libraries
- Year 2 = 84 libraries
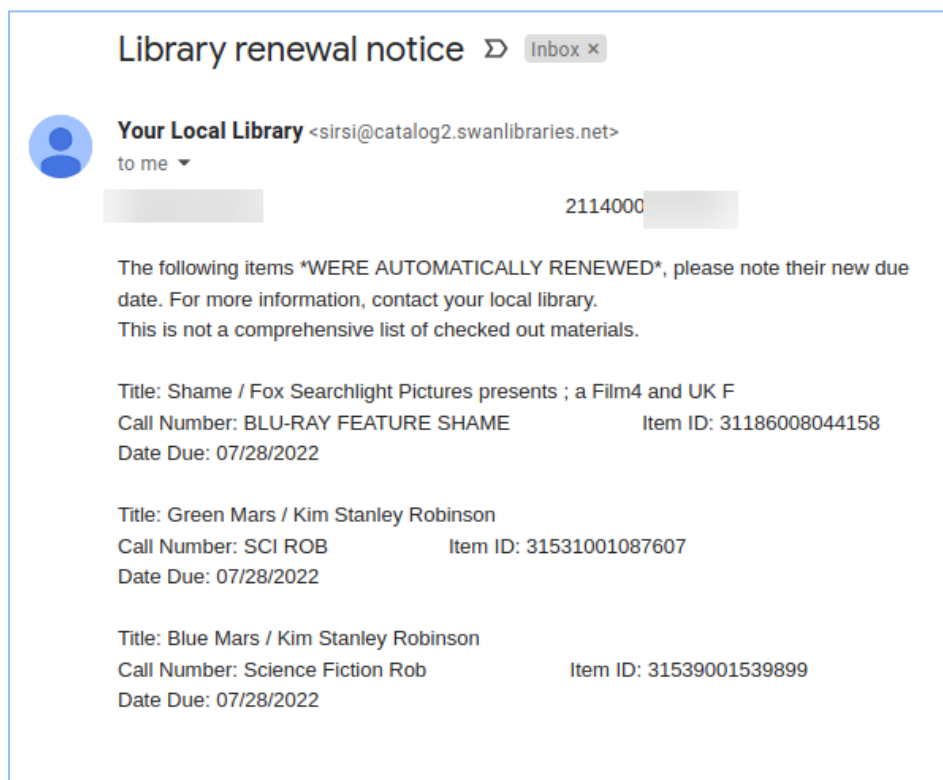

Cost Per Use
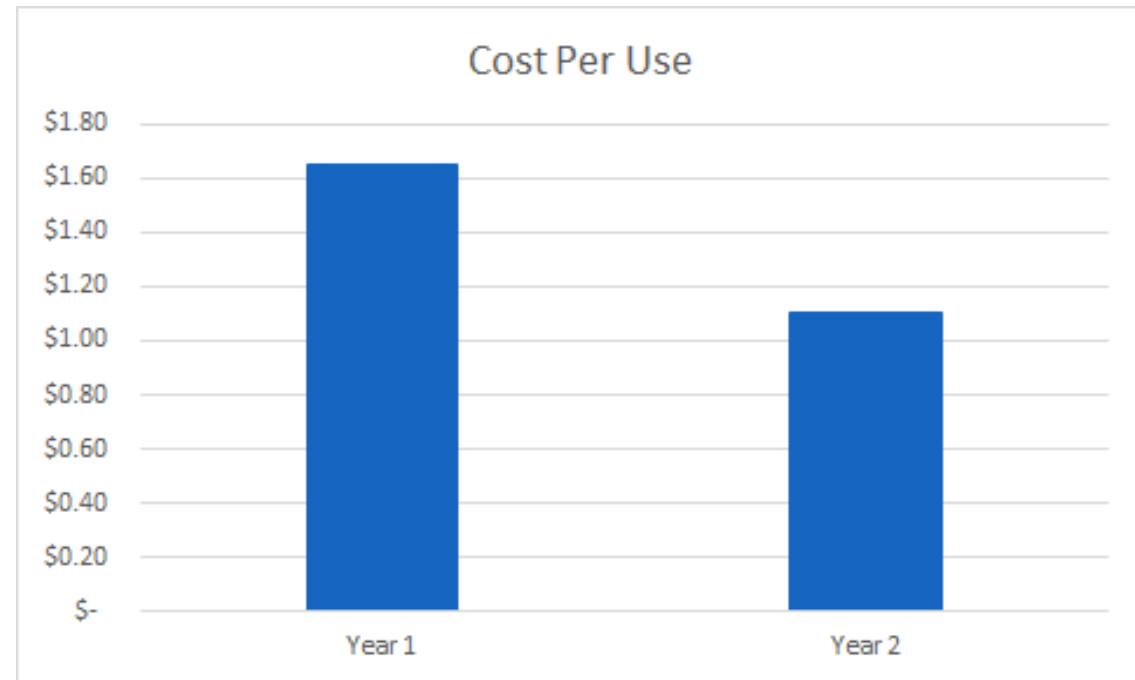
EBSCO Year 4 Renewal

- Conversations with RAILS & EBSCO will start in the coming months
- In Year 3, EBSCO proposed opted out libraries requesting to rejoin must do so at the full RAILS package B price.
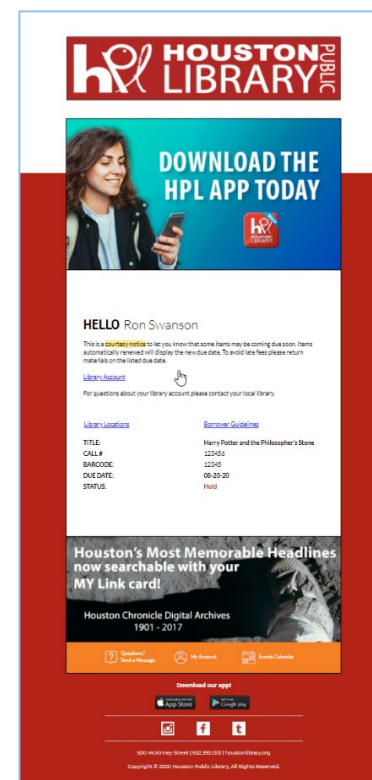- Anticipate pricing will be available by February 2023

MessageBee for SWAN

Aaron Skog, SWAN

MessageBee emails notices

Current email notice

MessageBee email

MessageBee integrates cover artwork

"Before the intervention, about 59 percent of individuals receiving the standard courtesy notice — which were non personalized, with blunt language — returned their book on time. **Behaviorally informed courtesy notices with enhanced information about checked-out items, including the book titles and images of book covers, increased timely return by almost 10 percent.** BPL has made changes to reflect their findings, including a photo of the book jacket on overdue notices, with more engaging outreach and translations in four different languages."

-- Brooklyn Public Library
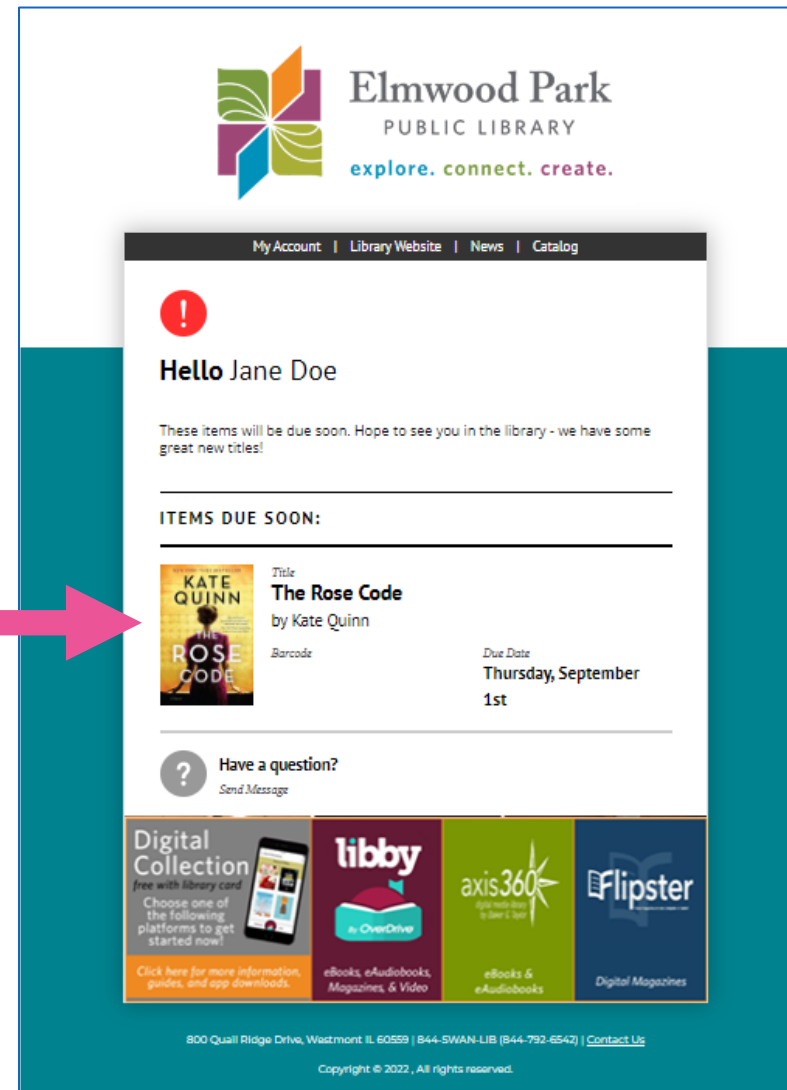
Brooklyn PL– Using Behavioral Science

Planning prompts

Your nearest drop box is at Central Library and you can return books there 24/7! What day this week can you do this?

By adjusting courtesy reminder to 3 days before due date (previously 1 day), promoting positive language, and including book cover images:

Timely returns increased by almost 10%

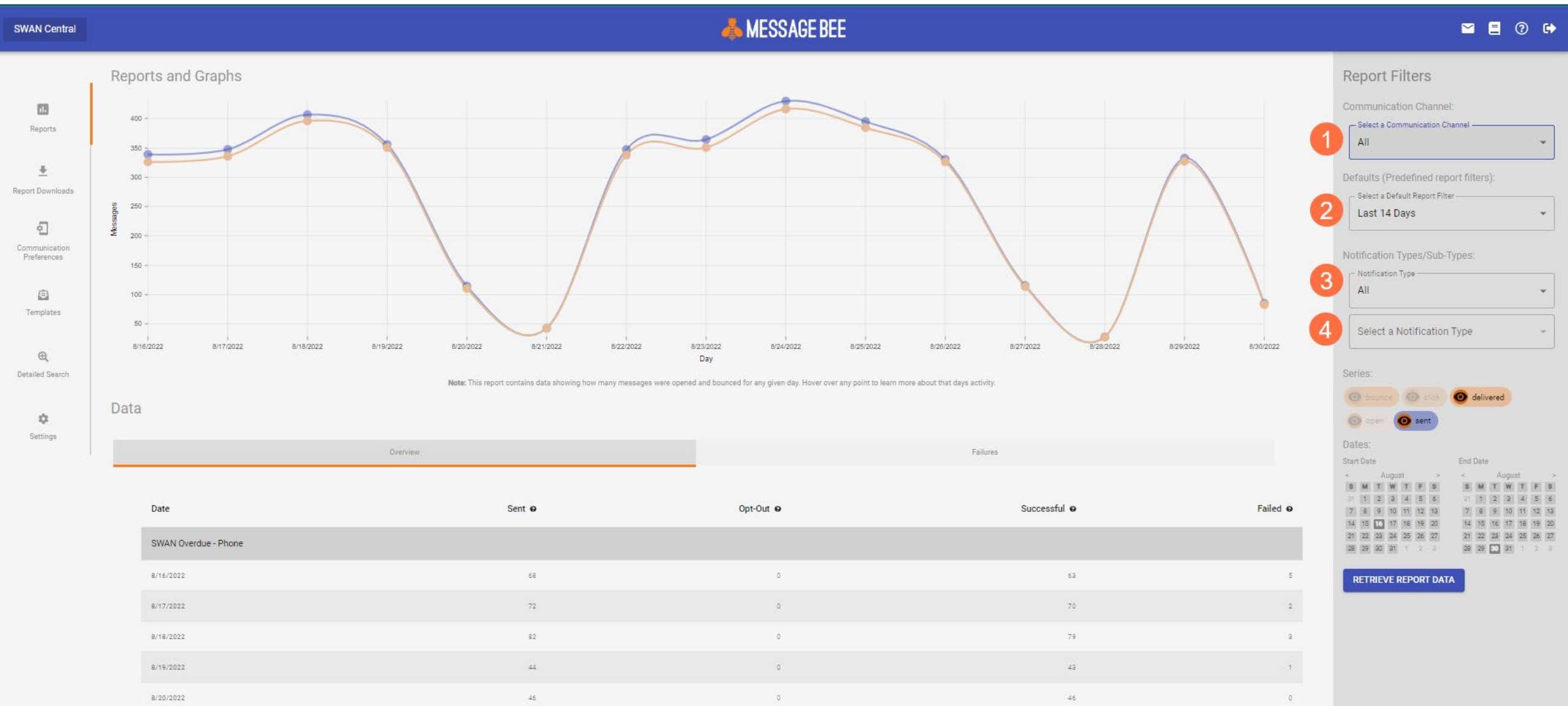## Promote prosocial behavior and positive social norms

Please return your books on time so families like yours can enjoy those books next.

-or-

90% of patrons at this branch return their books on time.

MessageBee Portal

1. Channel – Email, Voice, Text
2. Time period
3. Notification Type (hold, courtesy, overdue)
4. Notification Sub-Type (voice, email, text)

Tracking Delivery

1. Search by Email, Phone #, or Barcode
2. Search terms
3. Notification Type (hold, courtesy, overdue)
4. Time span

MessageBee text messaging

Current

- Libraries receive daily email from SirsiDynix with Excel attachment (contains barcode and phone number of patrons)

MessageBee

- Reported within MessageBee portal

- Cumulative archive of notifications, searchable

SWAN Library Services

Bounced Emails

Current

- SWAN staff generate daily reports emailed to libraries to the library's SWAN email account (called aliased account)

- SWAN provided instructions to follow at the library

- Library can take action, or no action, on report list

MessageBee

- Library staff can log into the own MessageBee portal at any time as assigned duties

- View the status of emails within a date range

- Unsuccessful reasons listed

- Library can take action, or no action, on these unsuccessful notices

Voice call notifications

Currently

- SWAN has been using MessageBee voice notification since July 2021

- Single portal SWAN staff use to track usage, generate reports

MessageBee

- Goal is to have all library's voice notifications appear in their library's MessageBee portal

- When completed, each SWAN library will see email, text, and phone notices under a single web interface

Project timeline
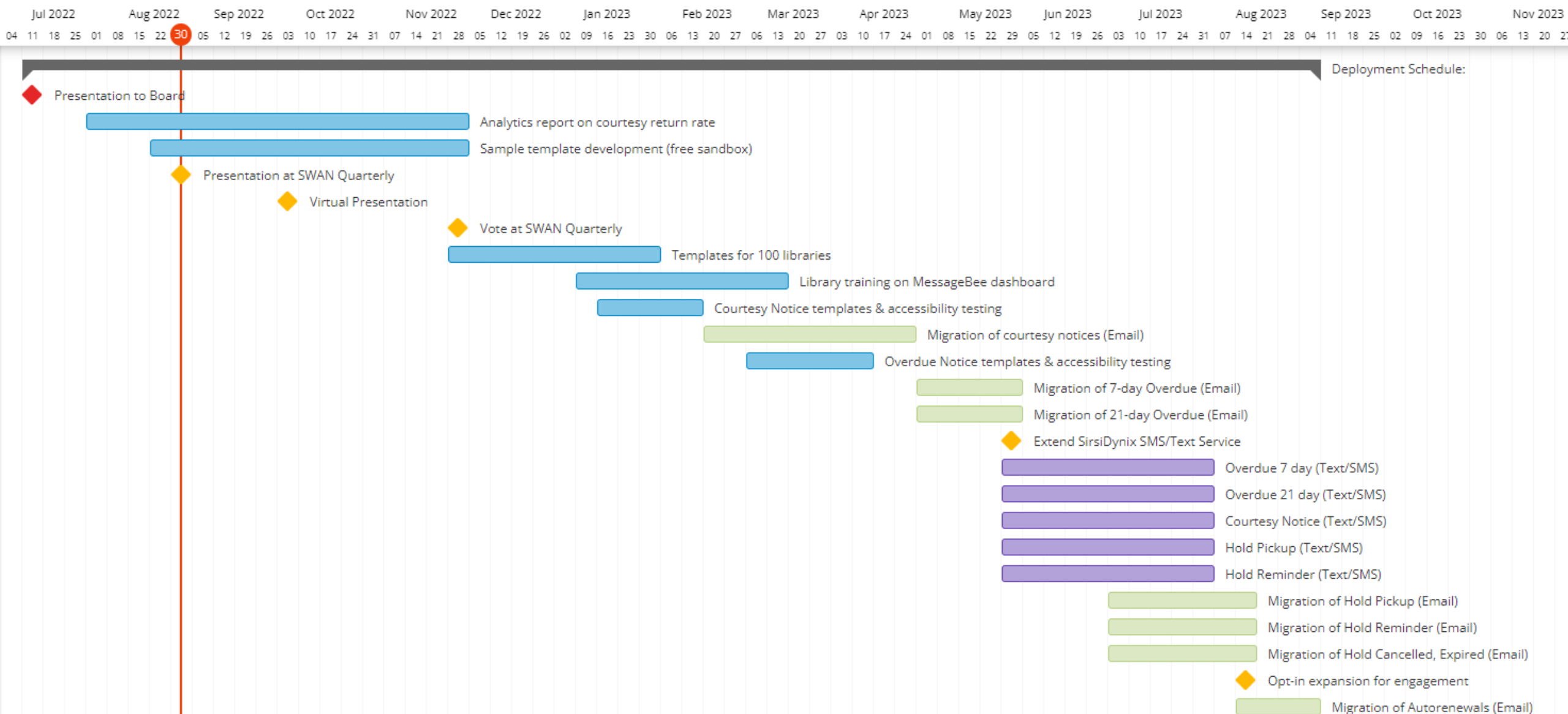
Notification costs

One-time Setup Costs	$ 10,000
FY23 Budget Total MessageBee Operating Cost	$ 27,257
#5860 Notification & Collection Additional Expense for FY23	**$ 37,257**

FY24 #5860 MessageBee Expenses (HTML Notices/SMS&Text)	$ 76,686
SirsiDynix SMS/Text service subscription cancelled	$ (13,000)
MessageBee Additional Annual Costs	**$ 63,686**

Proposed approval process

Presentation to Board
- July, 2022

Virtual Presentation/Demo
- September 2022

Vote at SWAN Quarterly
- December 1, 2022

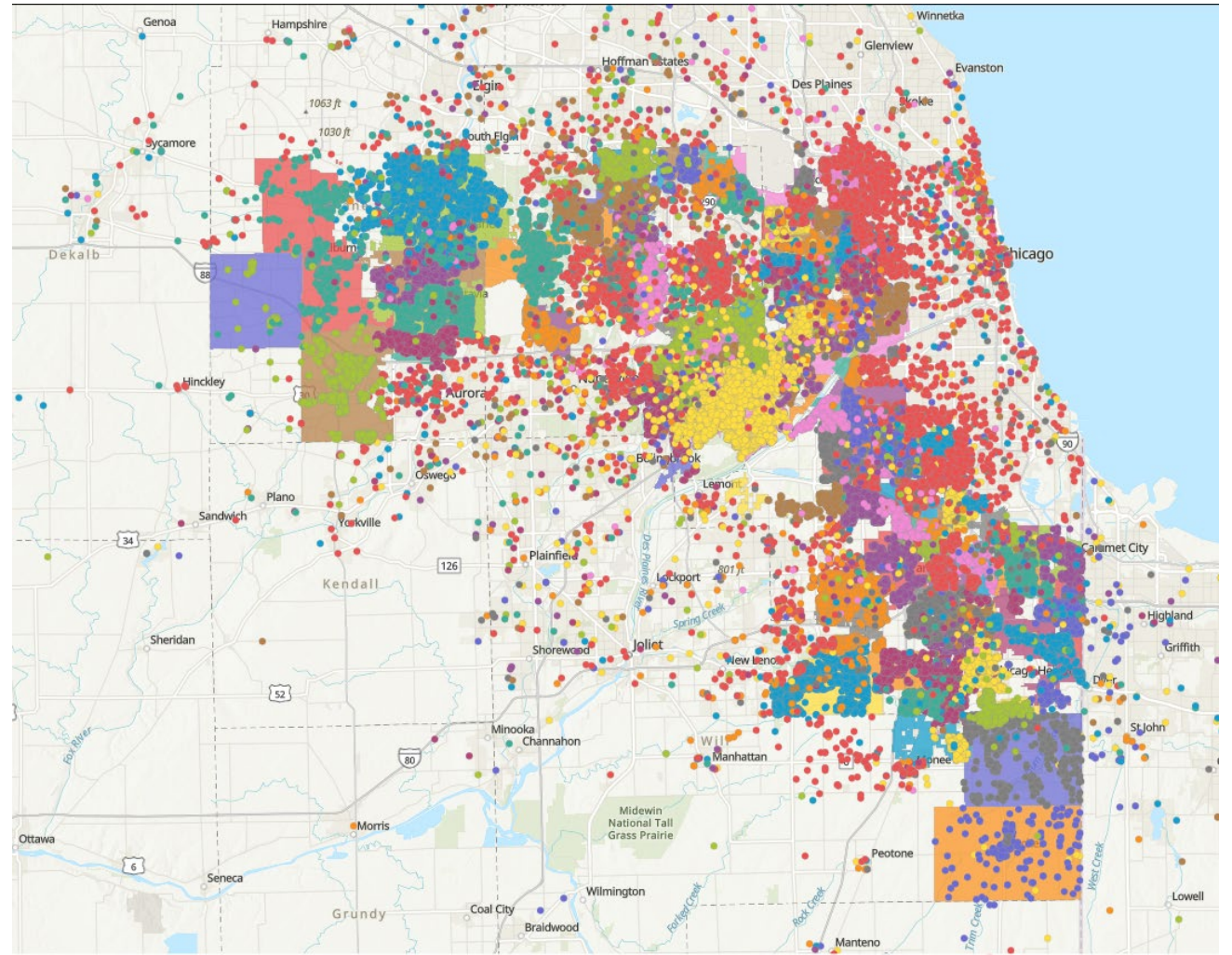SWAN Quarterly Presentation to Membership
- September 1, 2022

COW meeting
- October 4, 2022

Data visualization in GIS maps

Aaron Skog, SWAN & Dawne Tortorella, SWAN

Patrons Active in Past 3 Months
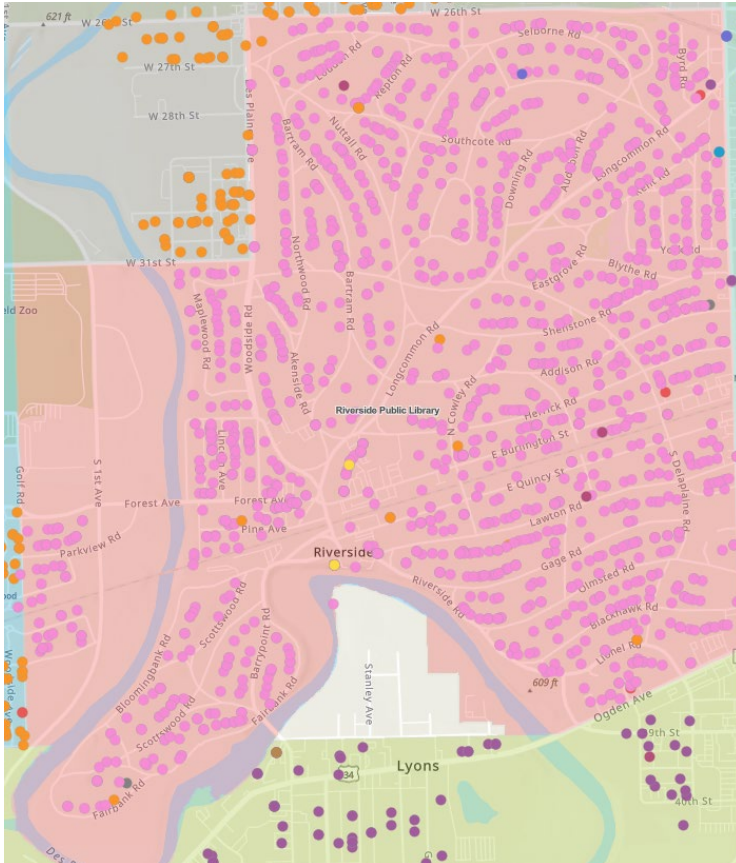
SWAN Library Services

Monthly Data Extracts

- Patrons Active in Past 3 Months
  - Goal is to provide time progression of active patrons
- Item Checkouts
  - Libraries will be able to see where their material was checked out
- Patron Checkouts
  - Libraries will be able to see where their patrons checked out material
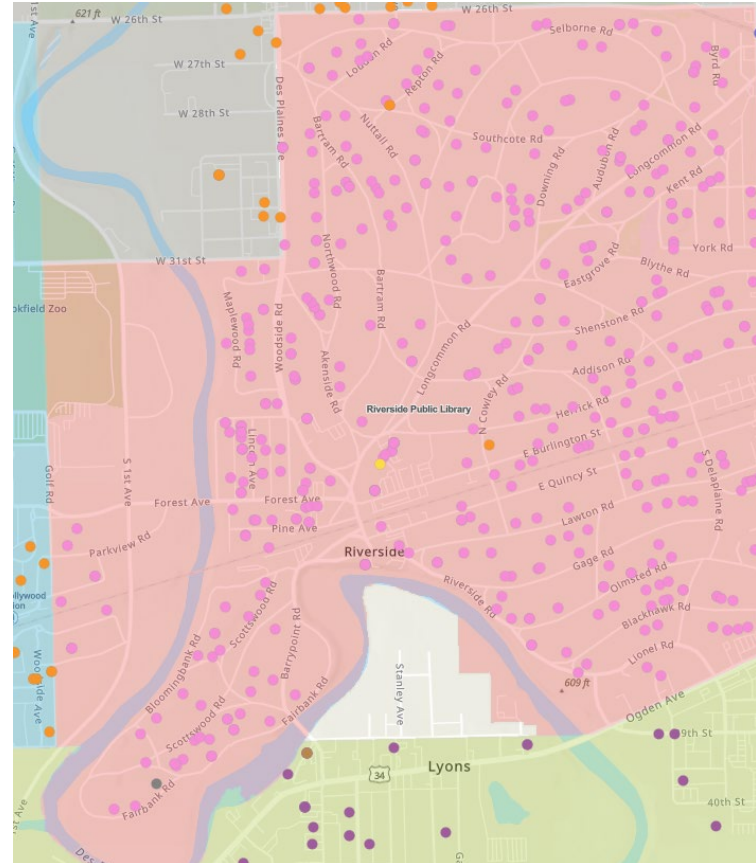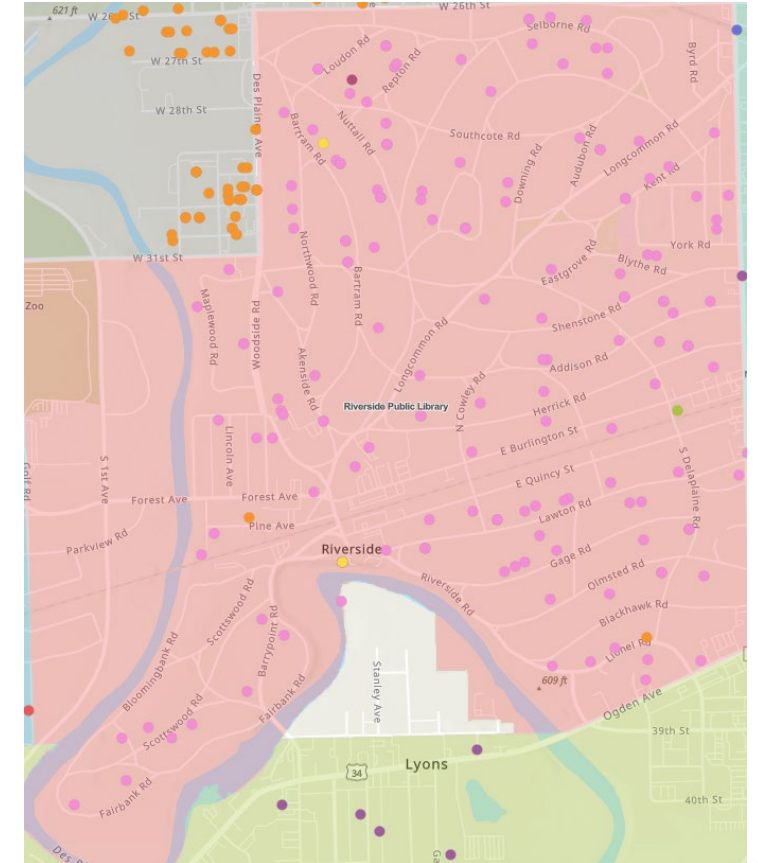
Comparison of Population

All patrons active – 3 months

60 and over

10 and under

Directors' Orientation

Aaron Skog, SWAN

Director Orientation

- [September 6, 2022 – Overview of SWAN](#)

- [September 8, 2022 – Support and resources](#)

- Register on L2

- Targeted to new Directors, but helpful for all

- Sessions will be recorded and presented at least annually

Library Directory & Learning Calendar

Tuesday, Sep 06, 2022 | 9:30 am - 11:00 am

SWAN Directors' Orientation - Part 1: SWAN Overview

REGISTER   ADD TO CALENDAR

About This Event

Join Executive Director, Aaron Skog and members of the SWAN Management Team in this overview of SWAN. For all Directors, but especially targeted for new Library Directors, this interactive webinar will review the services SWAN provides to the membership as part of your Library Systems Platform ecosystem. The session will include an orientation on budget, membership fees, by-laws, and the administrative workings of SWAN. And, we will review the communication channels where you can keep track of SWAN happenings.

Part 2: Support and Resources will be held on September 8, 2022 from 9:30-11. Register for both or a single session.

Join Zoom Meeting

Announcements & Questions

Jennifer Cottrill, SWAN Board Vice-President

Library Director Midlothian Public Library