



SWAN Committee of the Whole

October 4, 2022

Agenda

1. MessageBee proposal
2. Announcements & Questions

MessageBee for SWAN

Aaron Skog, SWAN

Crystal Vela, SWAN

Michael Szarmach, SWAN

Rob Klaus, Unique Management

MessageBee

Proposal for membership vote in
December



- Messaging Service provided by Unique
- SWAN currently uses it for phone notification and is proposing the use for HTML and SMS notices
- Patron notices would be under “one roof” in MessageBee Portal
- Approval process (in progress)
 - If approved, it will be for all SWAN libraries

Research: What's out there?

- Waterloo Public Library
 - Using SD HTML templates
- CCS consortia
- Brooklyn Public Library (BPL)



Notice Examples

You have overdue items to return!

<https://bplny.patronpoint.com/email/preview/63>

Due Date Reminder

no-reply@ccslib.org <no-reply@ccslib.org>

Fri 10/16/2020 7:59 AM

To:

From:

Cooperative Computer Services
3355-J N. Arlington Heights Rd.
ARLINGTON HEIGHTS, IL 60004
847-483-8600

To:

The following items have been automatically renewed. They are now due back on the date indicated below.

If you are receiving this message for recently returned library material(s), note that library materials are currently quarantined upon being returned. Items will be checked in when the quarantine period is over.

New Due Date	Title	Format	From
11/16/2020	Life after life : a novel	Book	Des Plaines Public Library
11/16/2020	Best easy day hikes. Great Smoky Mountains National Park.	Book	Des Plaines Public Library
11/2/2020	The only woman in the room	Book	Des Plaines Public Library

Other items checked out to you:

Due Date	Title	Format	From
10/21/2020	The Babadook	DVD	Des Plaines Public Library
10/21/2020	Great Smoky Mountains National Park : [hiking, cam	Book	Des Plaines Public Library

If you do not wish to receive this information via email, please contact the library or check your account online.

[View this email online](#)
Español abajo | 下面的中文 | На русском ниже | Nan Kreolie anba a



Please return these items!

Hi [First Name],

You have overdue materials still checked out—they're listed below. Please renew or return your materials so other patrons have a chance to enjoy them. You can return these items at any **open BPL branch**.

You can now return library materials even when the branch is closed! Check out a **list of locations** with overnight bookdrop service.

While we no longer charge late fines, items not returned in the next three weeks will be marked as lost, and a **replacement charge** billed to your account. Simply return the items to clear the charge(s).

[My account](#)

[Notices Overdue Main]



Item(s) are a Week Past Overdue

Hello [[firstName]],

The following item(s) is/are 7 days past due resulting in your borrowing privileges being suspended. To reinstate your borrowing privileges, return your item(s) or contact the circulation department at 319-291-4480 to renew. Some materials may not be eligible for renewal.

Thank you for your attention to this matter.

Title: [[title]]
Author: [[author]]
Item Barcode: [[itemID]]
Due Date: [[dueDate]]

Sincerely,

Waterloo Public Library Staff



© Waterloo Public Library.

[[libraryName]]

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.

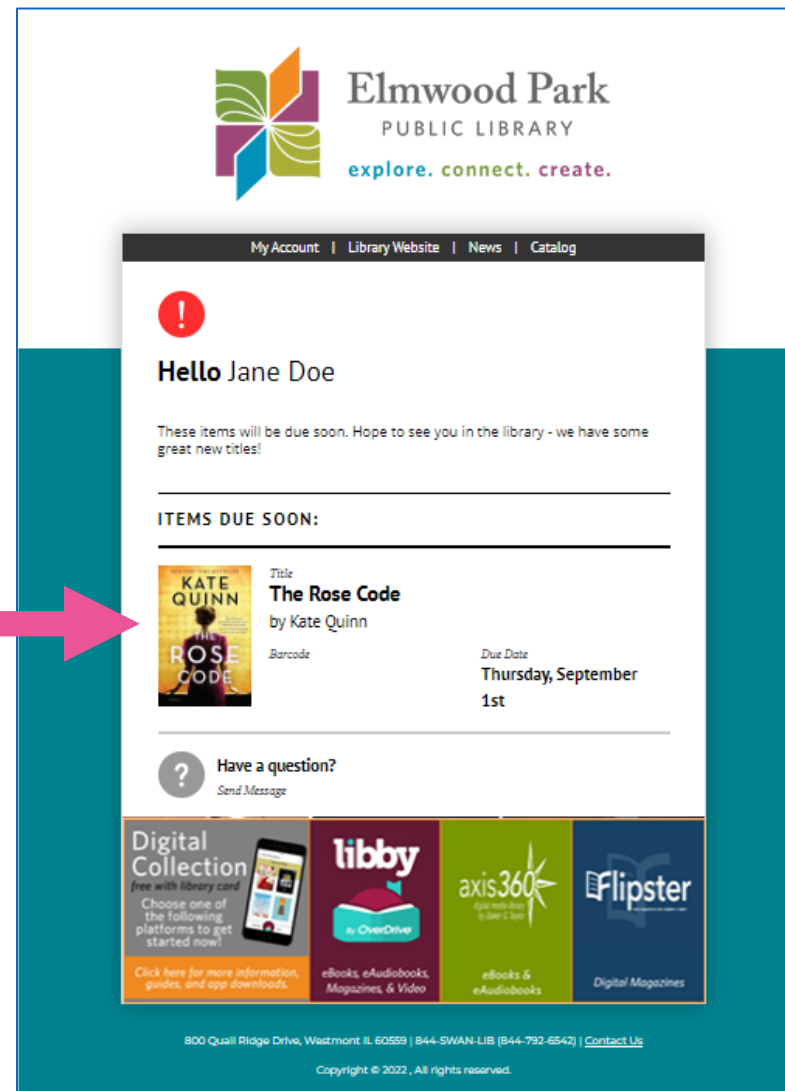
-or-

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

MessageBee 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



MessageBee emails notices

Current email notice

Library renewal notice 🔗 Inbox x

 **Your Local Library** <sirsi@catalog2.swanlibraries.net>
to me ▾

██████████ 2114000 ██████████

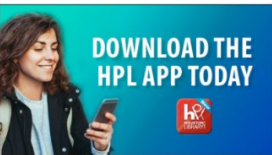

The following items ***WERE AUTOMATICALLY RENEWED***, please note their new due date. For more information, contact your local library.
This is not a comprehensive list of checked out materials.

Title: Shame / Fox Searchlight Pictures presents ; a Film4 and UK F
Call Number: BLU-RAY FEATURE SHAME Item ID: 31186008044158
Date Due: 07/28/2022

Title: Green Mars / Kim Stanley Robinson
Call Number: SCI ROB Item ID: 31531001087607
Date Due: 07/28/2022

Title: Blue Mars / Kim Stanley Robinson
Call Number: Science Fiction Rob Item ID: 31539001539899
Date Due: 07/28/2022

MessageBee email



DOWNLOAD THE HPL APP TODAY

HELLO Ron Swanson

This is a courtesy notice to let you know that some items may be coming due soon. Items automatically renewed will display the new due date. To avoid late fees please return materials on the listed due date.

[Library Account](#)

For questions about your library account please contact your local library.

[Library Locations](#) [Screening Guidelines](#)

TITLE:	Harry Potter and the Philosopher's Stone
CALL#:	22046
BARCODE:	1110
DUE DATE:	09-20-20
STATUS:	Hold

Houston's Most Memorable Headlines
now searchable with your
MY Link card!

Houston Chronicle Digital Archives
1901 - 2017

[Feedback](#) [Send a Message](#) [My Account](#) [Event Calendar](#)

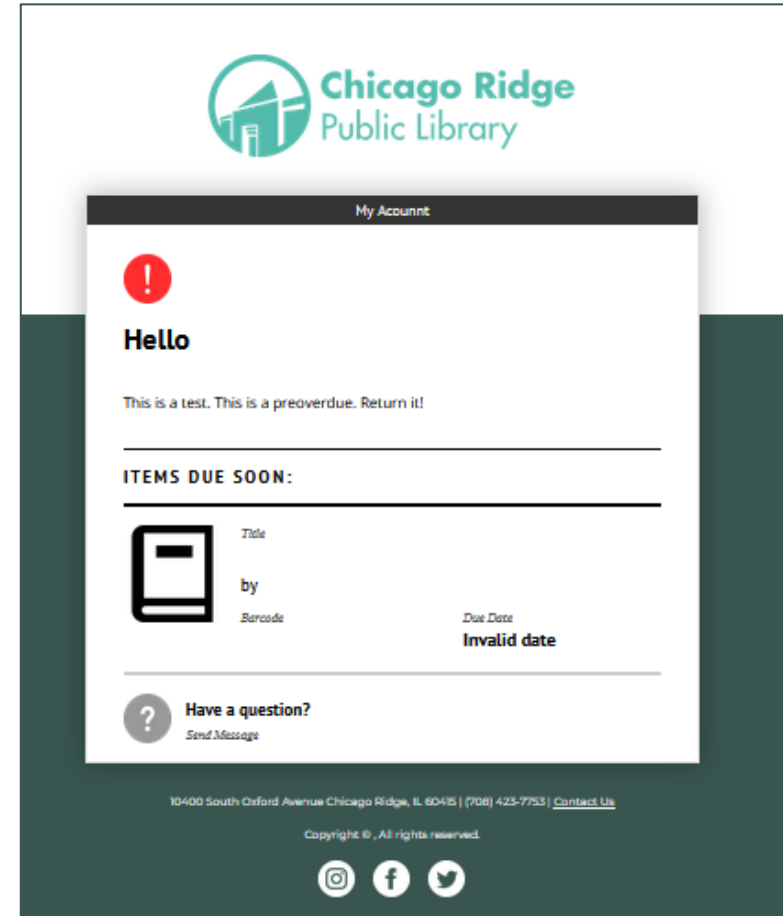
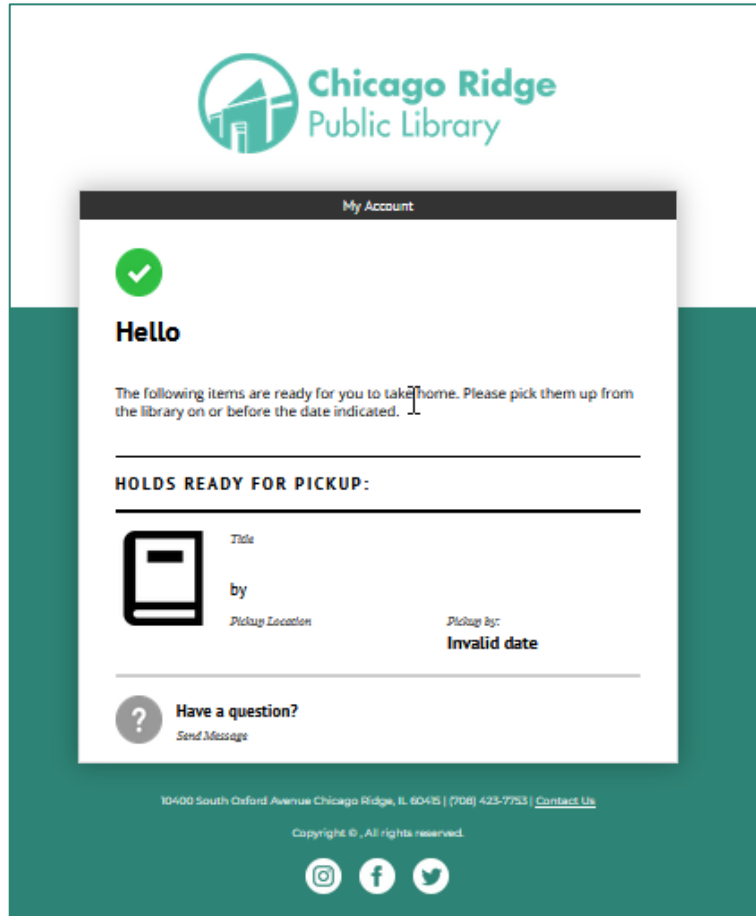
Download our app

[App Store](#) [Google Play](#)

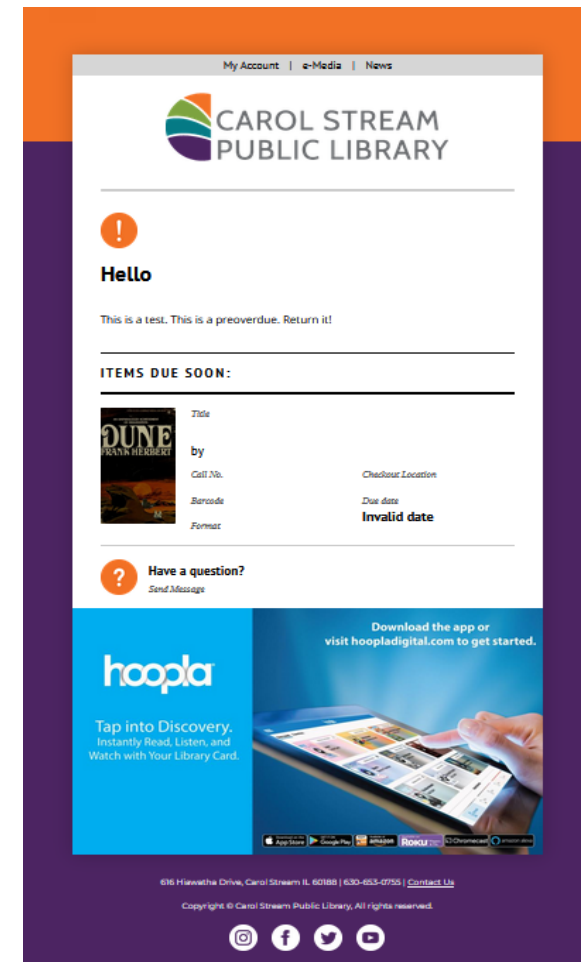
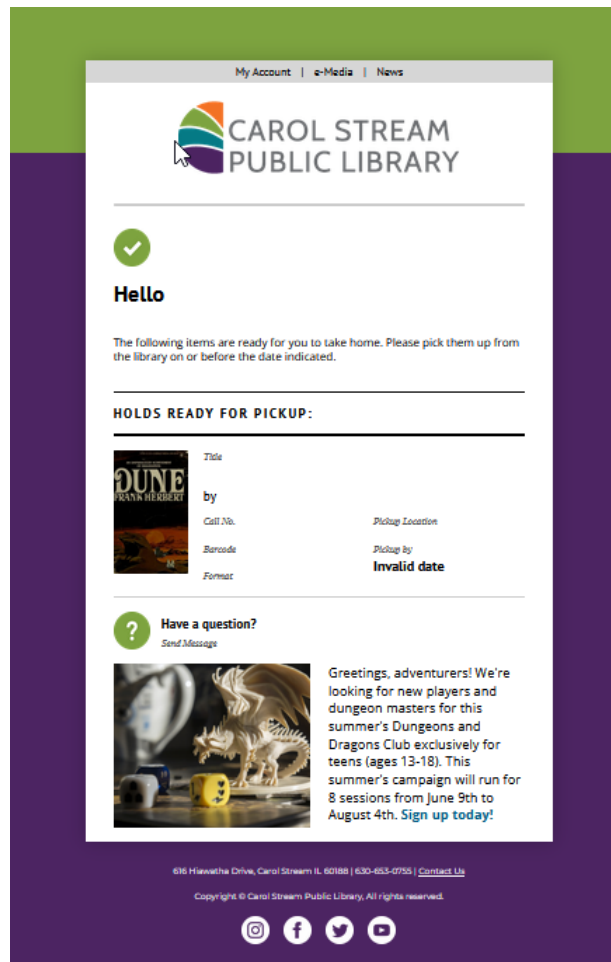
[Facebook](#) [Twitter](#)

500 McKinney Street | 832.261.1100 | houstonlibrary.org
Copyright © 2022 Houston Public Library. All Rights Reserved.

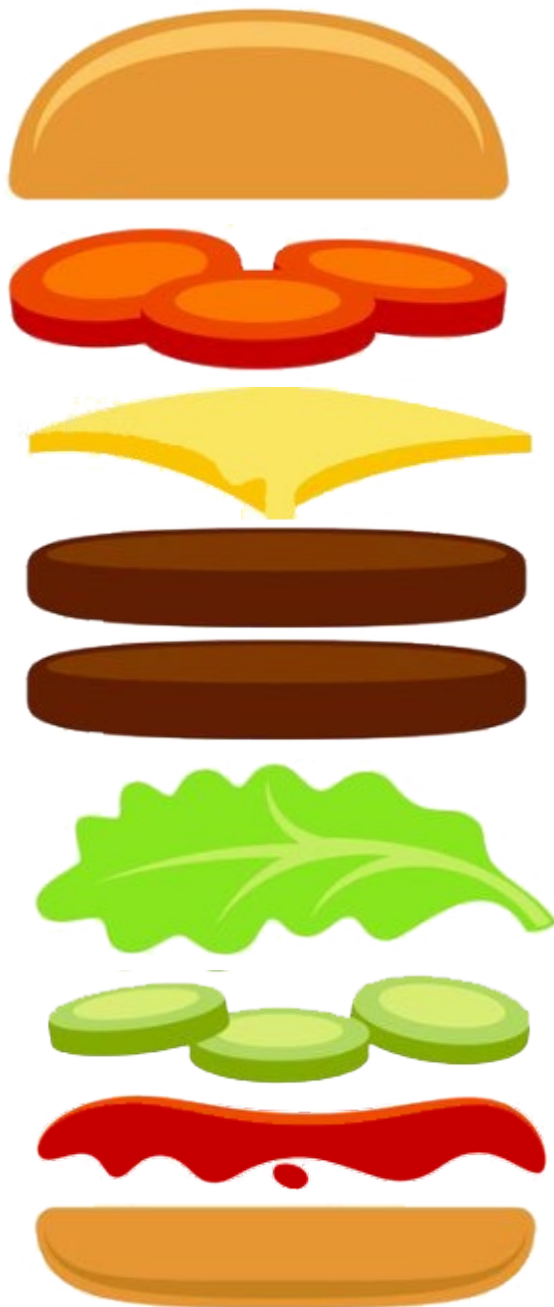
MessageBee email Notices continued



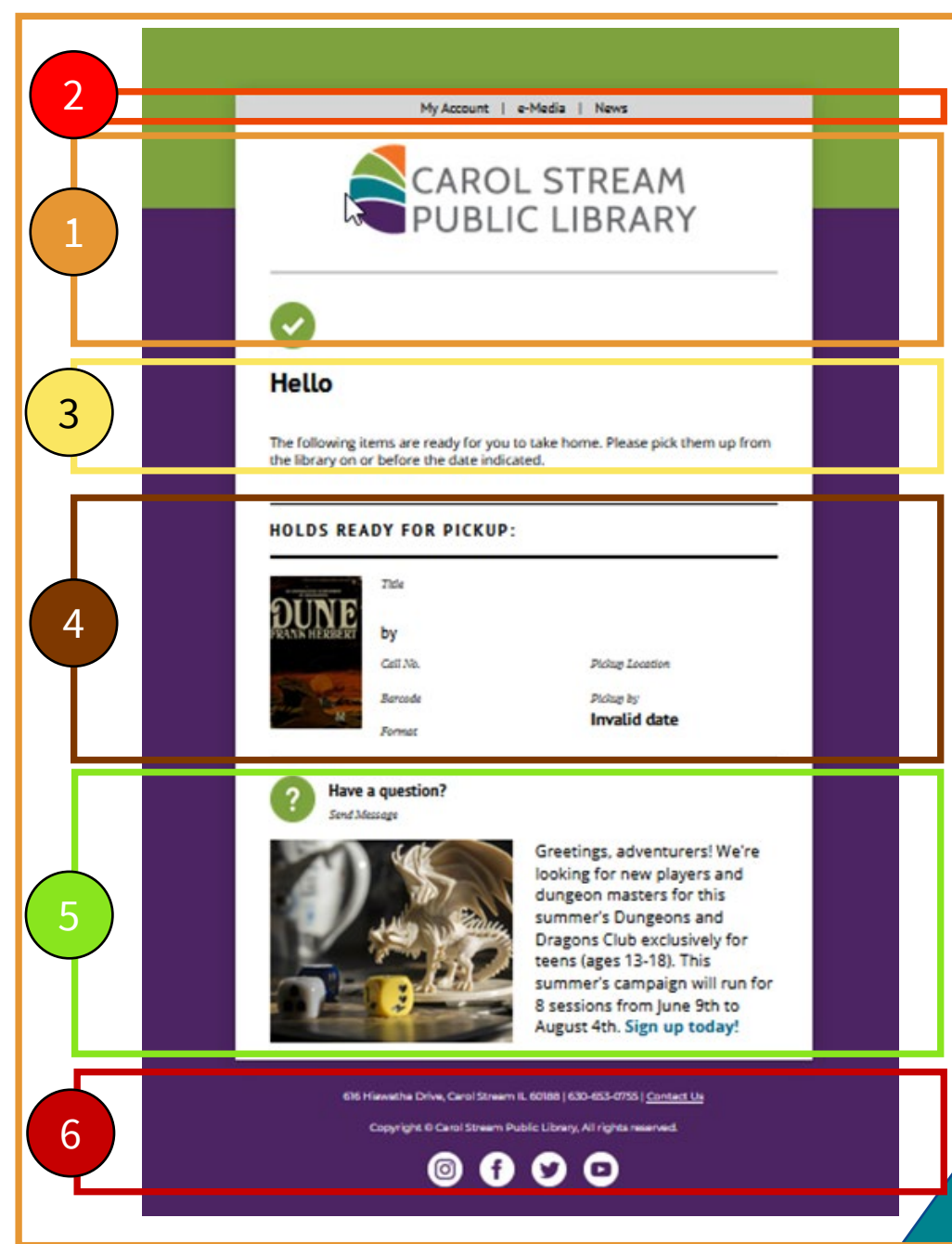
MessageBee email Notices continued



1. Unique works with SWAN to bake the bread – template matching logo and color scheme
2. Library picks your favorite toppings for the menu bar
3. Library can add some special flavor/messaging
4. SWAN/Symphony provides the meat – the transactions drive the communication and template selection
5. Library adds seasonal topics that can be time sensitive
6. Library provides the base condiment for consistency



SWAN Library Services



MessageBee Portal

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

SWAN Central MESSAGE BEE

Reports and Graphs

Note: This report contains data showing how many messages were opened and bounced for any given day. Hover over any point to learn more about that days activity.

Data

Date	Sent	Opt-Out	Successful	Failed
SWAN Overdue - Phone				
8/16/2022	68	0	63	5
8/17/2022	72	0	70	2
8/18/2022	82	0	79	3
8/19/2022	44	0	48	1
8/20/2022	46	0	46	0

Report Filters

Communication Channel:
1. Select a Communication Channel: All

Defaults (Predefined report filters):
2. Select a Default Report Filter: Last 14 Days

Notification Types/Sub-Types:
3. Notification Type: All
4. Select a Notification Type

Series:
bounce, click, delivered, open, sent

Dates:
Start Date: August, End Date: August

[RETRIEVE REPORT DATA](#)

Tracking Delivery

SWAN Central



Detailed Search

Search results:

Note: Click on any row to expand it and see all associated events.

Notification Time	Notification Final Status	Phone	Barcode	Notification Type	Preview
8/23/2022 11:29:10 AM	Failed	+1708[REDACTED]	215[REDACTED]	SWAN Overdue - Phone	
Failure Reason: Recipient Phone Not Reachable (480)					
8/16/2022 11:19:33 AM	Failed	+1708[REDACTED]	215[REDACTED]	SWAN Overdue - Phone	
Failure Reason: Recipient Phone Not Reachable (480)					

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

Search Fields

Search Type:

1

Search Term:

2

Notification Types/Sub-Types:

3

Dates:

4
August 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
August 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

SEARCH

Help

- Reports
- Report Downloads
- Communication Preferences
- Templates
- Detailed Search
- Settings

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



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

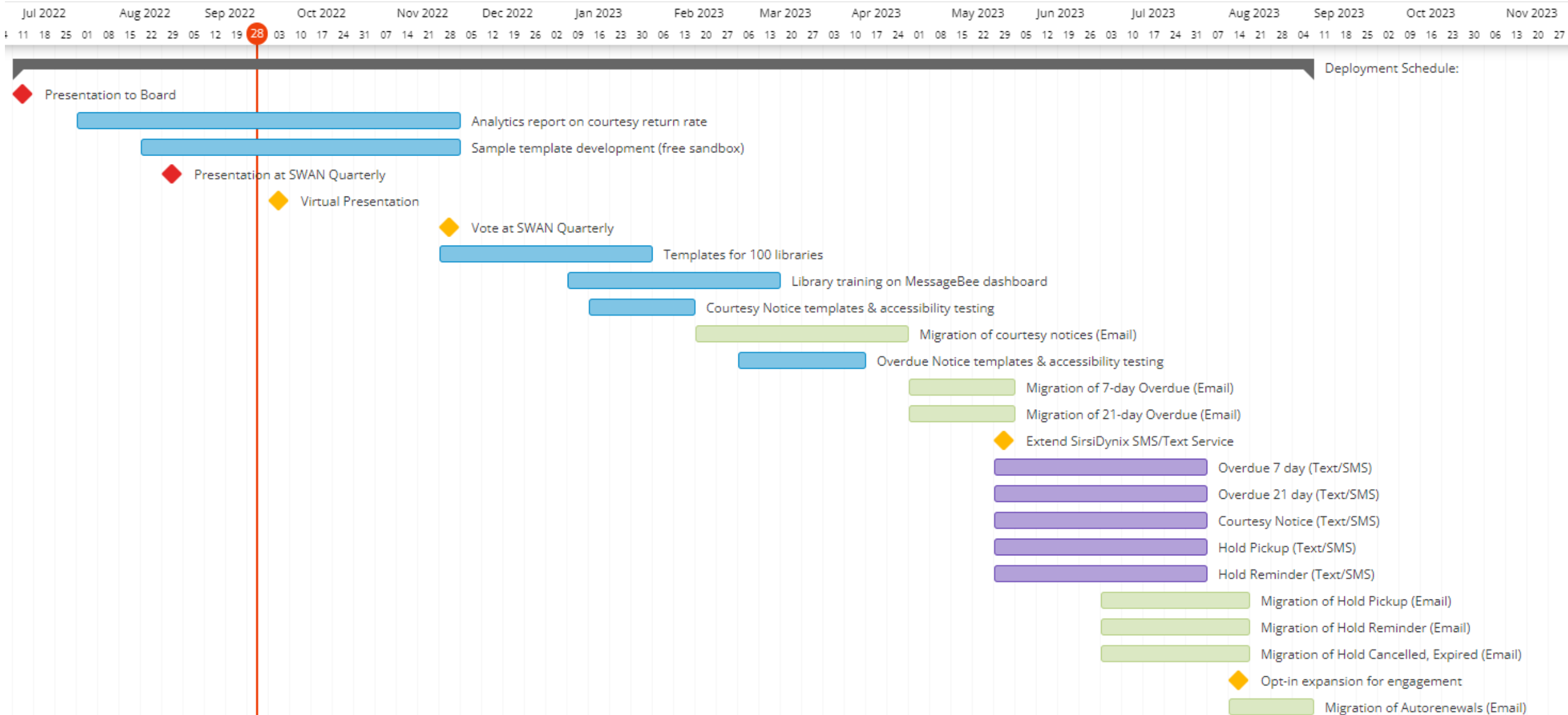
Currently

- 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

COW meeting & Presentation

- October 4, 2022

SWAN Quarterly Presentation to Membership

- September 1, 2022

Vote at SWAN Quarterly

- December 1, 2022

Announcements & Questions

Ted Bodewes, SWAN Board President

Thomas Ford Memorial Library