

Comment: (Richard Smith - NLS)

Welcome everyone. There (are) 41 people on the phone call today. Here in Washington DC we've actually warmed up a bit. March has been colder than February, and there were more days in 60 (degrees) in February than there were in March. So, it warmed up today and tomorrow it's going up near 60 - close to 70 and then they're predicting snow on Sunday. So we're ready to cry again. But anyway, we're hoping you have a good day. My name is Richard Smith. I'm Chief of the Network Division. We're going to go around the table and introduce the NLS staff here today – and to my left is...

Comment: (Library Staff - NLS)

Judy Dixon; Shana Osborne, Equipment Control Officer; Pamela Davenport, Network Consultant; Steve Prine, Network Division; David Perrotta, Network Program Specialist; Paula Bahmani, Education and Training Specialist; Vickie Collins, Network Services; Meredith Beckhardt, Reference; MaryBeth Wise, Network Consultant; Don Olson, Network Services; Mark Layman from Publications and Media – filling in for Kristen Fernekes.

Comment: (Richard Smith - NLS)

We'll have short presentations from several members here and then we'll go on to questions from the Network. Right off the bat – Mark?

Comment: (Mark Layman - NLS)

Just a quick update on the outreach campaign which – as you know – began in June with digital ads on Facebook and on search engines like Google. We launched the TV and radio commercials on February 26. Since then, in the first three-week flight of commercials, we had almost 7000 calls to the special numbers that we set up... So, we're just thrilled about that. It's a great deal more than we were anticipating. Of course, once those calls come in they go to you folks in the Network so, we really appreciate the follow up that you all are doing – to get these people enrolled if they are eligible and, make them patrons. The second flight of commercials (began this past Monday, the 26th). It's going to run for three weeks. Typically from now forward the ads will run for three weeks and then they'll be off for three weeks. We were two weeks late starting the first flight so that's why there was only a week in between. Just to remind you, the commercials are running on national TV networks such as AMC and Grit – and the Game Show Network and the History network and TV Land. Also on broadcast radio and on Sirius now. For the second flight of ads, they're running on some Sirius stations. We want to encourage you to continue to follow up with the folks you call. And just be aware that because they're hearing about us on a commercial, they may not be at all familiar with what we do, so it may take a bit of extra explanation and a little bit of help for them on your part and we really appreciate you giving that to them.

One thing you might want to do – since some of these ads are coming in on the weekend and at night, you might consider re-recording your outgoing phone messages to ask callers to leave their telephone number and their address, so that you have a couple of different ways of contacting them if you miss their call. Finally, we do want to hear from you about your experience with these callers. We don't really need you to tell us how many people are calling because we are able to track that from here, but just to give us some feedback on the sorts of questions people are asking, if most of the people who call are in fact, eligible for the program, anything that you think might be helpful for us to know to better be able to communicate and reach out in the future. Kristen sent an Operations Alert about that about a week ago. She's the person collecting that feedback from the libraries, so we appreciate you sending that to us and keeping us posted on how it's going.

Comment: (MaryBeth Wise - NLS)

This is MaryBeth talking about our Biennial Conference. It's going to be very exciting. I encourage you to register if you have not yet registered and, also to consider going to the Thursday workshop. We are having an all-day interactive workshop on Reading Change and Strategic Implementation, designed specifically for NLS and Network Libraries – so we encourage you to go to the Ops Alert and sign up for the conference and, also the hotel. If you have any questions, please contact me at mwis@loc.gov.

Question: (Richard Smith - NLS)

Thanks (MaryBeth). Acronyms, acronyms, acronyms. Does anyone know what a MOCA is?

Answer: (Paula Bahmani - NLS)

(Laughter) MOCA stands for MOBILE CARtridge. We have rolled out all of our groups. We had nine groups of thirty-seven libraries total - participating in the MOCA pilot. We rolled out the last group, I believe Monday of this week. Everyone should have their devices and start testing...by the end of this week, we expect. Also, if there are people having issues – if you hear from your patrons that they're having trouble with their device, please contact Don Olson, who is providing our tech support. (Contact him) by email. You can contact him and let us know what kind of trouble they're having and he will be able to contact them by phone and troubleshoot if that's necessary. Other than that, if you want to post any feedback that you have gotten so far, on the MOCA listserv, we welcome your feedback.

Question: (Catherine Rubin - NC)

Hello. I had a question about Magazine-on-Cartridge patrons. Has NLS changed their algorithm for choosing the dates for overdues? We have recently – particularly this week – gotten a lot of calls from patrons who are getting overdue notices and being made delinquent. These are generally people who have good track records with returning their magazines. So, we're just wondering what's going on.

Question: (Michael Martys - NLS)

Can you explain more about what you mean when you say "overdue notices"?

Answer: (Catherine Rubin - NC)

Well, we have someone on our staff who checks every week on PIMMS, and sends out overdue notices to patrons who are considered delinquent or have overdue magazines and so, what's happened is we've gotten this flurry of calls and they're for magazines that were actually due like, last week. I mean they were recently due – they're not really delinquent, but these people are listed as delinquent on their records. They tend to be things from fairly recently. I'm looking at several examples, but one example has the due date of March 21st and the other has a due date of March 19th, and they're overdue. So, that's sort of throwing our system off and we're getting a lot of complaints and people threatening to cease their service and all that.

Answer: (Michael Martys - NLS)

I don't have an answer for you because I'm a little baffled by this but, what I'd like you to do is to email me directly some samples – some patron identifiers – my email is mmartys@loc.gov and I'll look at it right after this meeting.

Answer: (Michael Katzmann - NLS)

I guess the short answer is "no we haven't changed anything in the system."

Answer: (Michael Martys - NLS)

Yeah I should have said that. We haven't changed anything in terms of the delinquency algorithm or anything of that nature. I'll need to research this because it seems very odd.

Question: (John Mugford - NM)

This may be more of a Michael Katzmann question, but it could be both Michaels. There's been some listserv conversation – what have you – regarding Keystone Library Automation Systems' Patron-Centric Cartridge and of course, WebREADS Duplication-on-Demand. It seems as though the transition progress on the WebREADS side - where mostly smaller programs are transitioning to 25% participation within a few months – is much more rapid than PCC. I know that neither one of you perhaps, is as closely acquainted with KLAS as you clearly should be with WebREADS but clearly KLAS has been around long enough that you should have some knowledge. Can you think of a reason where the progress should be so much faster with WebREADS? And do you anticipate the same kind of rapid transition when larger programs such as Pennsylvania and Texas get on board with WebREADS?

Question: (Michael Martys - NLS)

This is Michael Martys. I'm going to start out and then Michael K. will jump in. I just want to rephrase the statement for the other callers who are listening in. I understood that what you said, John, is that you were commenting on the duplication on demand effort that is going on with WebREADS, and you were comparing it to the duplication on demand effort that KLAS offers. And you were commenting on how fast the WebREADS libraries were accepting the duplication on demand, and switching to it for 100% of their circulation. Is that correct?

Answer: (John Mugford - NM)

Yes. I think a couple months ago it was said that all the current WebREADS participants had at least reached 25%. Some smaller ones...had gone 100% and there was some statement about Virginia in general going 100%... If Virginia were viewed in the aggregate, where would it be considered to be percentage-wise – with WebREADS and DoD at the moment?

Answer: (Michael Katzmann - NLS)

Well, there are only two Virginia libraries - out of the seven – on Duplication-on-Demand. Six of those libraries are on WebREADS and one is on KLAS. All the libraries on the pilot, shot through the 25% a lot faster than I expected.

Question: (John Mugford - NM)

So that includes the KLAS library?

Answer: (Michael Katzmann - NLS)

No. I'm talking the WebREADS pilot libraries. Kentucky, the two Virginias (and) Arkansas – have said they're going to 100%. It's more driven by the libraries than the system as far as the WebREADS duplication on demand goes. So the policy of how you want to bring people aboard – an easy way that libraries are finding to do this is to bring new patrons who aren't used to the old system, on board – so that obviously there is no change. So they're just getting the new system and sending out ad-hoc duplications and then multiple books on a cartridge for those heavy readers who benefit and like the system... So, as you say, we are not familiar with the Patron-Centric Cartridge idea. I think from the get-go, the system that we're providing was envisioned to transition a person over to a whole new mode of service. I think the concept from KLAS was, there is a demand from libraries to be able to integrate duplicating ad-hoc cartridges, and I think that's why this Patron-Centric Cartridge is more geared toward one-offs and custom cartridges than it is to a whole mode of shifting over a patron. I could be wrong. I don't have much exposure to the Patron-Centric Cartridge.

Question: (John Mugford - NM)

I think it's my understanding that the KLAS PCC is more comparable to the Iowa project insofar as – we'll say two cartridges, one which would be out circulating and the other which would be readily available – are dedicated to individual patrons. DoD does not do that, correct? The cartridge is non-patron-specific.

Answer: (Michael Katzmann - NLS)

Well, you can think about it as a virtual patron cartridge. Once the cartridge is generated, yes, that cartridge is sent to a patron and it's tracked as that patron's cartridge when it comes back in. It gets transformed into the next cartridge, which is a different serial number, so, notionally both systems are the same. It's just functionally, they act differently.

Answer: (Michael Martys - NLS)

I think your observations (are) correct. The adoption of our pilot libraries – of our system – the success of it has surprised us. It went much better than we thought – the libraries are satisfied with it, and moving more aggressively toward Duplication-on-Demand than we would have anticipated initially. The second thing is that, our duplication on demand system is not specific to WebREADS. The Gutenberg machine can be used by any circulation system. They would just need to build the interface to it. The KLAS people were provided some of this information and, they didn't opt to build the interface initially, but they decided to wait and see how things went.

Question: (John Mugford - NM)

Okay and the interface is sometimes referred to as the API. Is that correct?

Answer: (Michael Katzmann - NLS)

That's correct.

Question: (John Mugford - NM)

Okay and then final point – I understand that Pennsylvania and Texas are probably going to come on board with WebREADS and therefore could also potentially participate with DoD. Is that in the works? Is that in discussion?

Answer: (Michael Katzmann - NLS)

Pennsylvania is coming aboard. They are transitioning to WebREADS and we are providing them Duplication-on-Demand equipment and cartridges. Texas has indicated that they want to participate also. They're probably a couple of months behind Pennsylvania but, we will be helping them start Duplication-on-Demand also.

Question: (John Mugford - NM)

Do you have similar expectations of participation levels? Or (do you think) larger programs will take longer to reach 25% for example?

Answer: (Michael Katzmann - NLS)

That's more a question for the libraries. It's a matter of library resources, staff at the library and their plans. We're not mandating that they go 100% but we want them to have at least 25% in six months, and move toward that 100%. The system seems to be encouraging them to do it. They see the labor-saving and the cost-saving in not having so much shelf space and, it's sort of being pulled in that direction. We're not forcing anybody.

Comment: (Richard Smith - NLS)

Right. We did visit Richmond, Virginia (on) Monday. The circulation staff...all praised it. They said how fast and efficient it was. Much better than the traditional going to the shelf for their books. And the nice thing, John, is (that) our National Conference is going to have Michael do a presentation and also a panel discussion of the pilot libraries to go deeper into this – and I think the KLAS PCC will have a presentation also. So there's going to be a lot in Nashville about Duplication-on-Demand.

Question: (Laura Williams - IN)

Hi. Since I've been on hold, the problem seems to have resolved itself, but I just wanted to make people aware. We've been having issues with our Magazine-on-Cartridge patrons not getting magazines for months – having really long gaps. The person I'm looking at hasn't gotten magazines since January and these were patrons in good standing that had returned all their magazines. So I just wondered if there were some issues that I didn't know about. Three of the people that I've complained about were sent cartridges today, so hopefully the problem has been resolved.

Answer: (Michael Martys - NLS)

I can make some comments on that. There have been a few issues. The first is that, we've received reports of some problems over the last several days, and one of the things we've researched – we've discovered that there was a problem with a "trigger" magazine...they were having some intermittent delivery problems because of the trigger magazine having some schedule problems. That was a problem with our system and not your issue. We've resolved it. The second one was that one of the producers – NAC – was having some production throughput problems and, there was some backlog of some cartridges that hadn't been delivered, and we're on top of it – we're monitoring it and encouraging them to clear the backlog. That's why you're seeing some of these cartridges starting to go out. There's a feature on MOC that we can see that you don't see and that is that we can see when a cartridge is "pending" – when it's about to go out. We may modify MOC so that you may see that additional bit of status, because it might help you provide better status to your patrons. In this particular case, when we looked inside of MOC, we were seeing a lot of cartridges pending that just hadn't been launched, and we discovered that there was a bit of a backlog and we've addressed it.

Comment: (Laura Williams - IN)

Yes, we're an NAC library, so that answers the question.

Comment: (David Andrews - MN)

We're the MLA for Minnesota and I have more of a statement than a question and, you probably know this and there's probably nothing you can do – but the battery shortage is causing us big problems. We're only periodically getting 120 batteries. We need more. We're having to take batteries out of old machines and charge them and test them and a substantial amount come up unsatisfactorily – and it's making it hard for us to get machines out to patrons.

Comment: (Michael Katzmann - NLS)

The person who knows this is John Brown. He's not here, but I did text him earlier and asked him about the battery issue and he says – and I quote – "We're still limiting shipments to one overpack a month (120) until we get our next delivery order issued. The order is with our contracting office and we'll increase shipments once we know the date

for restock, so we have a problem with getting an order to the battery manufacturer. We understand the urgency and we're doing as much as we can to get the order placed.

Comment: (David Andrews - MN)

And I understand that and I know you have limitations and they're not always in your control, but I just wanted to make sure that you really understood the problems that it causes us here – having to take batteries out of machines and all that. It's just a lot of extra work and it is a problem – and it's exacerbated some by all these new patrons coming in – and we're glad that's successful, don't take me wrong.

Comment: (Michael Martys - NLS)

We understand your concern. I wish we had a better answer for you.

Comment: (David Andrews - MN)

Sometimes I'm not able to participate and I read the transcripts that Braille Institute puts out – and I want to publicly thank them for doing that. It is a really good service and very useful if we can't make the meetings – and you can get through the reading quicker than the meetings.

Comment: (Richard Smith - NLS)

(Laughter) Thank you, I think, David.

Comment: (David Andrews - MN)

(Laughter) I wasn't being critical of the meeting. I can crank up my speech and get through it pretty quick.

Question: (Lisa Hellman - MO)

I have two questions. One is in regard to the MOCA listserv. Is there another way that we can give feedback other than through the listserv? And if so, who do we need to contact?

Answer: (Paula Bahmani - NLS)

You can send it to NLStraining@loc.gov if you have a comment or something that you want to make offline and not on the list – you can send it to me.

Question: (Lisa Hellman - MO)

The other question that I have is in regard to the ads. Is NLS thinking of doing a youth-focused ad at some time?

Answer: (Mark Layman - NLS)

As far as the TV and radio ads go – no. With the digital ads that are running on Facebook and on the search engines, We might craft one that is focused on young people, although our focus has been on people 55 and older, caregivers and veterans, but if we get a sense that a youth ad is something that we might want to try, we could easily add one to the mix on the digital campaign – the online campaign. I'll pass it along.

Comment: (Richard Smith - NLS)

I guess we could go out and enjoy the 50-degree weather outside. Thanks all of you for calling in and I hope you got some good information, and we'll talk to you next month.