

Books By Mail Meeting 4/22/08 at Burlington County Library

Present: Bob Wetherall, Holly Coons, Nancy Pulhamus, Molly Connor, Gail Sweet, Sarah Thomson, Lee Hoisington, Karen Hyman, Peter Bromberg (recording)

Next meeting: July 8, 10:00 at GCLS, Mullica Hill

1. Google Group listserv/wiki

- a. Burlco not getting Google Group messages. Pete will investigate and troubleshoot
- b. Project information will be archived at www.sjrlc.org/booksbymail. A wiki format will not be used.

2. Progress

a. GCLS System Upgrade

- i. Upgrade to Symphony went smoothly. Up by 9:30 am. SirsiDynix had not turned on BBM capability, but it is now turned on. GCLS has not had a chance to play with BBM capability yet.
- ii. Upgrade was free for Sirsi/Dynix Unicorn customers. No change for the customers; they still see the same iBistro catalog. (The only difference is it now says "Symphony")
- iii. BBM capability has lots of flexibility: GCLS can determine which library's customers take part. Bob has offered to let other LOGIN libraries take part, explaining the possible consequences (i.e. affect on circulation statistics.)
- iv. Symphony will offer customers a drop-down "mail" pickup location. GCLS will explore options for setting "mail" as default pickup location.

b. Mailing Packaging

i. BCLS

1. Using a number of mailing bag/envelope sizes: The large bag will be turquoise/teal color; thin nylon; (11 x 14); It will have inside pocket (so address card won't go missing); Will have "library in a bag" logo on front and BCLS logo in return address. The small bag (6x9) will have a custom teal label. BCLS will be trying both a "jiffy padded #1" bag and a "jifi rigi #1" bag
2. Bags themselves will be barcoded and checked out to customer. BCLS will charge online (\$3.00) if customer doesn't return.

ii. GCLS

1. Will experiment with large bags, small bags, and boxes
2. Will use plain white "tyvek" bags which are very lightweight, not padded and self sealing. The library will tape them shut so customers can use the self-seal feature if the bag is used to return items. GCLS expects that the bags will get two uses (at most). They will not be doing custom printing, but will do a custom label/sticker.

c. Workflow/postage

i. BCLS

1. Had pickups set up, but now have new postmaster.
2. Looking into using Endicia system which prints address label with barcoded postage affixed. (benefit: only have to print one label) The postmaster also recommended stamps.com. (Molly has copy of Endicia brochure—will make copy)
3. Additionally, BCLS bought 3rd party software that will print out address labels at checkout; Can use that if they don't have Endicia (or other solution) ready to go at launch.
4. BCLS will use a distinct bag and color when shipping BBM hold items from branch to main: This will be a special teal colored canvas bag. The

teal color will be a tip off on the receiving end that the holds are to be mailed.

5. The post office doesn't currently do a direct pickup/delivery to library. However, the mailboxes in the vicinity of BCLS get pickup at 2:30. BCLS has asked for direct pickup/delivery at 2:30. (Then postmaster left -they will follow up with new postmaster.) They are not sure they want to pay extra (15\$) for a later, additional pickup/delivery.
6. Lending period for mailed items will be 4 weeks which is the standard period.

ii. GCLS

1. Not sure they can have an extra pickup (at 4:30) because the Post office is a Rural Route PO. They are discussing with Post Office.
2. Current pickup is 12:30.
3. GCLS may have to deliver packages to post office if Post Office won't do pickup
4. GCLS will use a separate metering system to track postage costs for Books by Mail.
5. Symphony will prepare labels for print out. Looking into using Endicia system to print address label and affix postage. (postage is printed right on the address label) Not sure if they will be able to import address info from Symphony into Endicia to print.
6. GCLS will use a distinct "foldable gray crate" for hold items sent from branches to Main. This will be a tip off that contents are to mailed.
7. Lending period: Will probably be 3 weeks (technically 2 weeks, but additional transit time)
8. Up to 2 renewals are allowed online if there are no holds.

d. **Marketing Promotion:** (Burlco/GCLS will send press releases and marketing materials to SJRLC)

i. Burlco: "Library in a bag"

1. Color Flyer
2. Ad in New Newsletter (printed by college at discount)
3. Press release to Burlco Times and Courier, etc. (83 locations)
4. Still working on labels
5. Marketing committee is working on ideas
6. Posters/bookmarks/magnets
7. Revolving website ad

ii. GCLS: "MailLit"

1. Press release. Will send SJRLC orig press release, County version, and what was actually printed
2. Nancy is working on marketing plan.
 - a. Creating timetable of announcements
 - b. Nice new color copier can be used to do 11 x 17 posters, and flyers and bookmarks.
 - c. There will be unifying graphic logo (tbd)
 - d. Discussing marketing to specific groups and orgs. (seniors, homeschoolers, pre-school parents)
 - e. Nursing home (can bypass po and use county delivery)
 - f. Will put info on website.
 - g. Email-based newsletter (use "constant contact" software)

iii. Attribution Statement will read: "**The _____ service is funded by the South Jersey Regional Library Cooperative (SJRLC) and the _____ Library**

System. SJRLC and its services are funded by the New Jersey State Library, which is responsible for the coordination, promotion and funding of the New Jersey Library Network". This will appear in ALL press releases and on printed marketing items.

- e. Start Date
 - i. GCLS: June 16
 - ii. BCLS: June 2 (will start with or w/o the bags—which take 4-6 weeks)

3. Surprises, challenges, questions

- a. SJRLC put BBM money in draft budget for FY09

4. What can SJRLC do to help?

- a. Molly: SJRLC Recommendations for publicity?
 - i. We've had good luck with cable.
 - ii. Stay away from movie theaters
 - iii. Pete
 - 1. Deliver message verbally and with bookmarks at service points
 - 2. Display at all entrances
 - 3. Announcement at all programs

5. What's next?

- a. Next meeting:
 - i. Tuesday, July 8th at Gloucester Co. HQ (Mullica Hill) from 10-12