

# SAILS' Mission

S.A.I.L.S. is a multi-type consortium of libraries in Southeastern Massachusetts. Its mission is:

- To work cooperatively with its members to promote the collection and sharing of library resources—**over 4 million items borrowed** from our public library members—**an average of 35 items per active, registered patron.**
- To provide innovative leadership—  
Organized the purchase & trained staff to use a **communication service** (Booksite), to promote the libraries' collections & services.
- To encourage the joint use of technology—continued to expand our **24/7 online collections & services; managed by the network**
- To support activities that enhances an individual library's ability to meet the needs of its users  
- Trained library staff for the **Commonwealth Catalog**, the statewide service for lending materials between networks.
- To provide direct and equal access to diverse information resources.

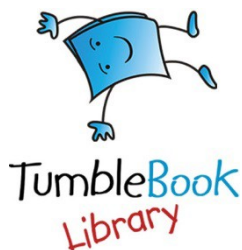
Almost 60,000 new titles added to the shared collection last year; member of the Digital Commonwealth historic documents website; active participant on statewide access initiative committees.



**Interlibrary Loan, the ♥ of Resource Sharing (9506)** – over 800,000 physical items were shared within the SAILS Network last year. Our circulation system provides the means for residents to request the items that travel through the Statewide Delivery System.



**Downloadable Audio & eBooks** – with the SAILS Download Library, our public libraries are able to offer your constituents access to material 24/7.



Our cooperative purchase of **TumbleBooks** for all of our members, gives language learning tools to children & teens; public, private, or home schooled. Access anywhere with a SAILS library card.



**What was lost can now be found at the SAILS Digital History Collection** unique images preserving the cultural past of Southeastern MA



# SAILS

## LIBRARY NETWORK

Providing Services to Member Libraries for the last 20 years!

Libraries serve every member of the community and the funding of libraries is only **.07%** of the state budget.

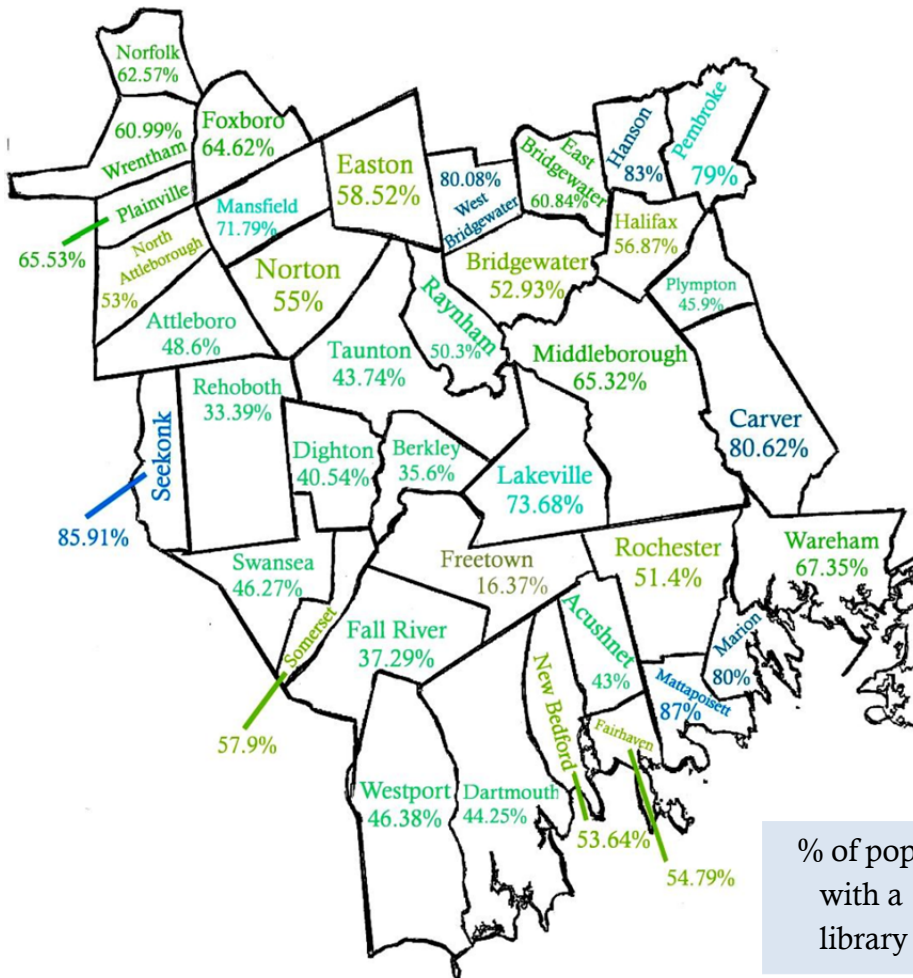
Last year, cities and towns in the SAILS network saw funding to libraries go down ↓ an average of **15%**.

Of the 760,000 people in our network, almost **54% are active library card holders.**

**2001** was the **high mark** (\$4,420,235) for line item **9506** (Library technology & resource sharing). This is the only place networks receive \$\$ from the State budget.

Library technology & resource sharing for FY16 was \$2,116,564 ↓ **54%**.

The Mass.gov website has well over **200 online forms**. Libraries provide access to these forms and need \$\$ to support this move to an online government. Libraries should also meet national standards for Internet access, which they currently do not. Not every household in the SAILS service area has Internet access in their homes, but many are members of libraries that can offer this service.



% of population with a SAILS library card.

**FY16 total value of services from SAILS to our members = \$6,624.73 for every dollar spent on membership!**

**To those who say we don't need libraries anymore...**

**People in the SAILS network borrowed almost 3,750,000 physical items and 216,000 digital items through the SAILS network.**

# Enterprise – the finding tool of the network

Our customers/patrons want books, music, videos, games, etc. and rely on our online catalog to find these. How do they enjoy using the catalog?

Apparently they like it a lot!

And Enterprise is used a lot as well.

- 🔍 We had almost 11 million page views.
- 🔍 60% of visitors are repeat customers
- 🔍 The average visit time for returning visitors is 26 minutes
- 🔍 10% of visitors checked their account
- 🔍 About ½ the traffic is for finding an item
- 🔍 30% of traffic is from mobile devices & tablets

We added several **new features** this year to enhance the user experience.

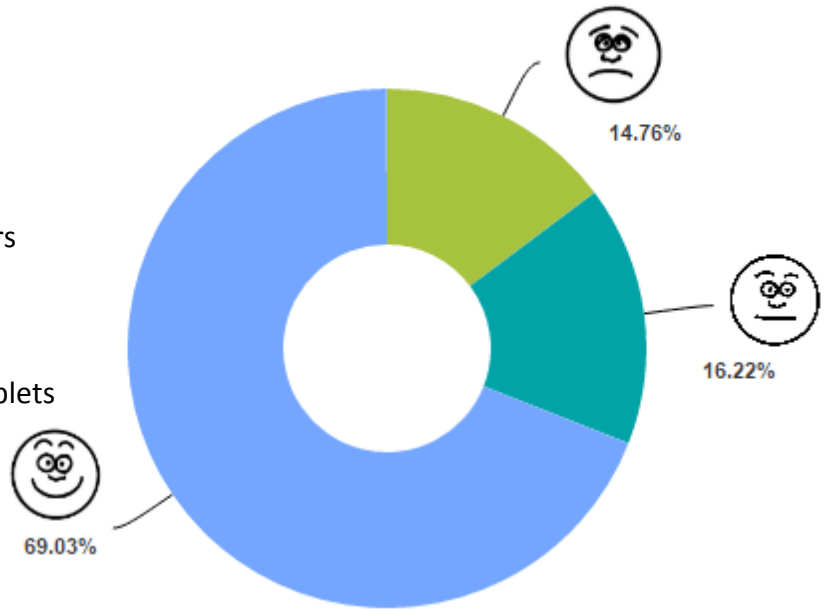


**Sitecues** is a tool for people with visibility issues. It can increase

the size of the web page and also become a screen reader.

## How was your experience using the library catalog?

Answered: 2,954



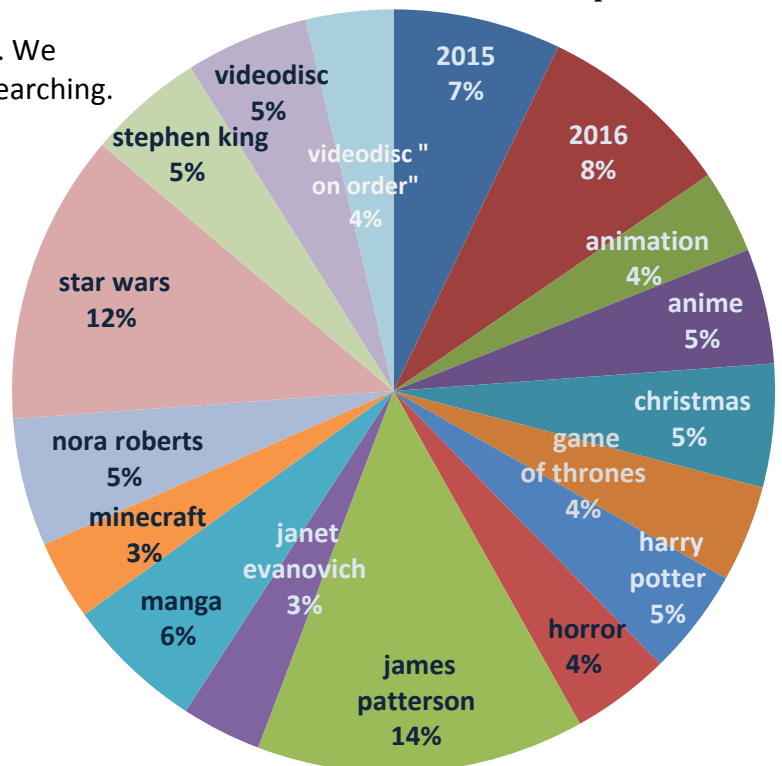
**Accelerated Reader**

Find titles by point level, test level or interest level with our new slider tool. We even have lexile numbers added for searching.

If you don't know what You're in the mood to read, try the new fiction finder tools. You can browse titles by subject!



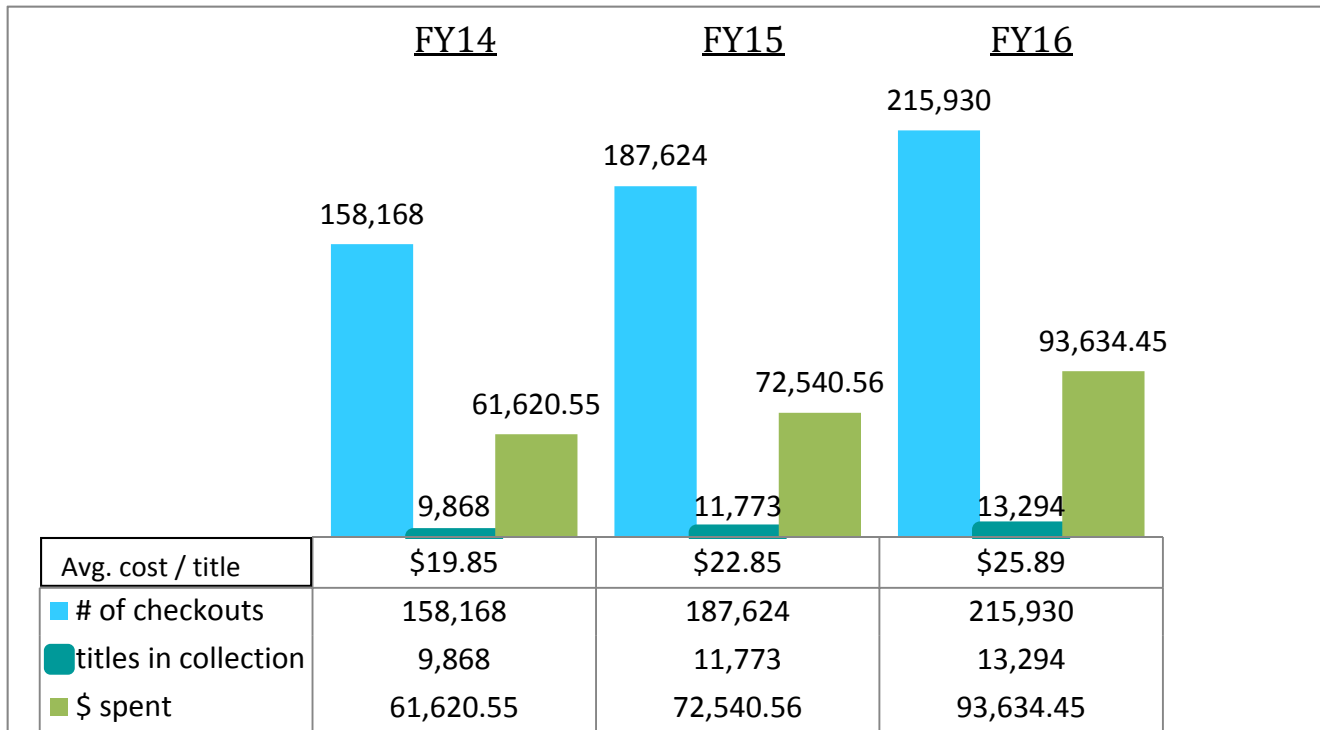
## Top Searches



## Overdrive – the library that’s up all night

Most popular titles: The Girl on the Train (2,114 checkouts) & Gone Girl (2,601 checkouts)

The cost of ebooks keeps rising as does the demand. The number of checkouts is related to the number of titles we add to the collection. We increased the number of purchased titles by 19% in FY15 and 15% in FY16 and showed an increase in checkouts of 19% and 13% respectively. The cost per circulation is also increasing on average as book prices continue to rise and lending models change.



## Cost of ebooks

	eAudio book - avg. cost	cost/eAudio circ	eBook avg. cost	cost/eBook circ
FY14	\$54.00	\$3.37	\$16.00	\$1.00
FY15	\$58.00	\$3.64	\$20.00	\$1.25
FY16	\$55.00	\$3.39	\$23.00	\$1.42

## License Types & Costs

Licensed content needs to be renewed after the license expires. This is a good model if a title is not going to be popular for a long period of time. If it continues to be popular, the network needs to repurchase the license. There are times when the license is about to expire and people are still waiting on hold for it. Simultaneous use is a wonderful service that lets us be assured there are always popular titles available for checkout.

12 month license – 811 titles / \$19439.45 checkouts: 32,497

24 month license – 113 titles / \$988.99 checkouts: 2,322

60 month license – 14 titles / \$700.00 checkouts: 3,660

26 checkout license – 1354 titles / \$14,505.70 checkouts: 61,428

52 checkout or 24 months – 221 titles / \$9,719.01 checkouts: 7,813

one copy/one user 13,174 titles / \$373,253.91 checkouts: 692,836

simultaneous use 50 titles / \$4,425.00 checkouts: 4,850

## President's Report Fiscal Year 2016

I can truly say that SAILS is focused on the end customer. Each and every thing SAILS has brought forth this year goes to helping our customers have the best experience possible at their local library.

Some things are simple changes, like increasing Overdrive holds to 10 and increasing workflows holds to 30. Some things are big like being able to accept credit card payments at every library, issuing follow up bills to customers, allowing every library to use Bookletters to communicate, and adding sitecues to the catalog. And some changes our customers probably didn't even notice like utilizing DVD-SET when cataloging and ensuring the Commonwealth eBook Catalog was integrated into our catalog.

The Network is dedicated to showcasing our truly unique southeastern libraries to the stakeholders of our region. SAILS hosted a successful and well attended Legislative Breakfast at the Lakeville Public Library. The chartered bus to Boston for Library Legislative Day was a demonstration of how committed we all are to future of library funding at the state level.

SAILS continues to ensure staff are well trained with multiple opportunities for learning at SAILS, in your library and online. SAILS has also focused this year of making sure all libraries share ideas through our first ever Library Showcase at Bristol Community College. SAILS has taken action so that libraries can communicate with each other to create a complimentary community through creating generic emails for circulation issues, creating the Public Library Services Directory and the coming blog for sharing program and marketing ideas.

Staff has worked hard to ensure that SAILS works for all types of libraries; academic, school, public and special. The Network will continue to do so as we move forward with implementing Novelist, RFID projects, individual Overdrive ordering for the benefit of the whole, BC Analytics, the Item Category 3 statistical project, and BlueCloud Visibility.

Melissa Campbell, FY16 SAILS President

## FY16 SAILS Board of Directors

	Library	Board Member	County	Type
2016	Pembroke	Debbie Wall	P	Member at Large
2016	Carver Public Library	Carole Julius, Treasurer	P	10,000-24,999
2016	The Millicent Library, Fairhaven	Carolyn Longworth	B	10,000-24,999
2016	Dighton Public Library	Jocelyn Tavares	B	Under 10,000
2016	Holmes Public Library, Halifax	Laurie Cavanaugh	P	Member at large
2016	Somerset Public Library	Bonnie Mendes, Secretary	B	County
2017	Hanson Public Library	Nancy Cappellini	P	County
2017	Plainville Public Library	Melissa Campbell, President	N	Under 10,000
2017	Mansfield Public Library	Catherine Coyne	B	10,000-24,999
2017	East Bridgewater Public Library	Manny Leite, Vice President	P	10,24999
2018	Bristol Community College	Robert Rezendes	B	Academic
2018	East Bridgewater Jr/Sr High School	Carrie Tucker	P	K-12
2018	Fall River Public Library	Laurel Clark	B	Over 24,999
2018	New Bedford Public Library	Olivia Melo	B	Over 24,999
2018	Plympton Public Library	Debbie Batson	P	Under 10,000