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How to contact us

10 Riverside Drive
Lakeville, MA 02347

Phone: (508) 923-3531

Fax: (508) 923-3539

General e-mail: semls@semls.org

Web address: www.semls.org

Cindy Roach, Regional Administrator,
croach@semls.org

Cheryl Bryan, Asst. Administrator for
Continuing Education & Consulting,
cbryan@semls.org

Kathy Lussier, Asst. Administrator for
Technology, klussier@semls.org

Vickie Beene-Beavers, Asst. Administra-
tor for Youth Services,
vbeenebeavers@semls.org

Carolyn George, Office Manager,
cgeorge@semls.org

Cathy Cahoon, Administrative Assistant,
ccahoon@semls.org

Cheryl Letendre, Continuing Education
Assistant, cletendre@semls.org



SEMLS Sightings June 2009

*Southeastern Massachusetts Regional Library System
Serving public, academic, school & special libraries in 86 communities in southeastern MA.*

Regional News

Cindy Roach, SEMLS Regional Administrator

As I was waiting for my computer to start one day, I scanned some recent issues of *Information Today*. Once again, Pew Research has published several reports on technology this year.

"Generations Online in 2009," "Social Networks Grow: Befriending Mom and Dad," "Internet Typology: the Mobile Difference" and "Twitter and Status Updating" are studies that have implications for libraries. It's true that more than half of the adult population using the 'Net are between the ages of 18 and 44. The older populations are making great strides though, and Internet use by the population ages 70-75 grew by 19 percent from 2005 until now. Forty-five percent of this age group are Internet users. The most popular application for older users is e-mail, but they are using the 'Net to search for information and to do business and are catching up to the younger generations in other applications, such as downloading music and videos.

Social networking is still the domain of younger users. Seventy-five percent of the 18-24 year olds and 57 percent of the 25-34 year olds have a profile on a social networking site. This percentage drops as age increases, and only 7 percent of the 65 year olds and older have such a profile.

The report on Internet typology looks at the role of mobile Internet access and how it has changed people's lifestyles. The report places technology users into ten different types. Five types (39 percent of the population) are defined as Motivated by Mobility and have seen their online usage grow as they have relied on mobile devices. Many like that they are easily accessible and available to others; others see it has a platform for self expression and creativity. For the most part, the late 20s through the late 30s are the Motivated by Mobility population. There is one group that is different; it is the Mobile Newbies, mainly women, about age 50 with lower education and income levels, that really like their cell phones and mobile devices and would be hard pressed to give them up.

The majority of the population (61 percent) is classified as the Stationary Media Majority. Not surprising, these users range in ages from 40 through seniors. This group is reliant on the desktop for their online experience; they see cell phone and mobile devices as peripheral. All of the types, whether they are motivated or stationary, give us a picture of how we can service Internet users. The customer service that we offer one group can be very different from what we offer others.

What these studies show us is that the experience of "My Library" is becoming more important each day. The Pew reports can be found at:

<http://pewresearch.org/topics/internetandtechnology/>.

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Regional Reference Service Update

This past winter/spring SEMLS issued an RFP for supplemental reference service for fiscal years 2011 through 2013. Over the past four years, SEMLS has found questions from members to the regional reference centers decreasing. Members ask the centers an average of 610 questions per year. We believe that these numbers reflect the changing pattern of library reference service and members' access to a greater number of resources. SEMLS has seen the same decrease in reference to residents.

SEMLS received three responses to the RFP: Boston Public Library, Falmouth Public Library and the Thomas Crane Public Library, Quincy. At its June 5 executive board meeting and based upon the recommendation of the RFP Task Force, the SEMLS Executive Board voted to enter into negotiations with the three responders. Negotiations will begin later this month. It is our hope that these negotiations lead to a new model for reference service that better meets the needs of the residents in southeastern Massachusetts.

Delivery Update

July is year 2 (of 3) of our contract with Optima Shipping. During FY2009, we are estimating that over 3.7 million items traveled through delivery. This represents a 10 percent increase over fiscal year 2008.

There are three statewide working groups for delivery service: automation, ergonomics and packaging, and labeling. These groups were formed as a result of the delivery study released last fall. The automation working group will be issuing an RFI for automating the sort this summer. They hope to have an RFP issued this fall for this service to happen next July. The ergonomic working group is looking at ways to help you work with the ever-increasing volume of delivery and ways to make it work better and smarter for you. The

packaging and labeling working group decided not to change labels if there is the move to automation and using barcodes, not labels, for the sort. They have developed a draft packaging policy that will be sent to all members who receive delivery for comments.

The SEMLS Delivery Committee met last month to review regional delivery service. A survey that was done this spring showed that most members are very satisfied with not packaging A/V materials. There were some minor issues, and we are working on them. The Committee also reviewed the pilot being done by Quincy on using receipt printers for delivery. The pilot was very successful. Quincy reports that holds take half the time. Optima has no problem with the size of the label, and the labels seem to be secure within the materials. OCLN will work with other members to implement this. CLAMS has also implemented printing labels. With both cases, you will no longer see an "S" at the top of the label. The labels are smaller than the traditional ones, and using the "S" moves the library name further down on the slip. Since these labels are staying within the region, we decided to have the library name appear at the very top of the label.

The Committee also worked on a new claims policy. We will be sharing the draft with you shortly.

News and Information Survey

What, another survey? Yes, but it should only take a few minutes. As the nation and world moves toward a more ecologically friendly environment, we want to know if there is a better way to keep in touch with you.

The survey is short and wants to know how you get your information and how you would like to receive information from SEMLS. Is social networking your beat, or is it e-mail, RSS feeds or paper? We want to provide our news in the environment in which you are most comfortable. We hope to begin publishing the newsletter more often so we can keep you up to date on regional hap-

penings.

Please take a few moments to answer the survey. It can be found at <http://tinyurl.com/lmbuvu>.

The last question of the survey came up during a conference call with Nelinet. As most of you know, Nelinet is taking a vote of its members to join Lyrasis. Lyrasis is a regional membership organization for libraries and information professionals. Lyrasis works to ensure their success today and tomorrow by providing access to more of the shared knowledge and expertise, innovative products and services, and customized solutions they need. Created in 2009 by the merger of PALINET and SOLINET, two well-established regional library networks, Lyrasis members now include over 4,000 member libraries and cultural heritage institutions across the U.S. and beyond. Lyrasis serves as a critical collective voice in the national arena. This merger could provide members with greater discounts for services and products, such as the Motion Picture Licensing Agreement.

Technology News

Kathy Lussier, Assistant Administrator for Technology

Are You A SEMLS Fan?

SEMLS is now sharing news and updates on Facebook and Twitter.

To become a fan of SEMLS on Facebook, go to <http://tinyurl.com/semlsfacebook>. You can also follow us on Twitter at <http://twitter.com/semls>.

If you use Bloglines, Google Reader or another RSS Reader, you can also subscribe to a number of SEMLS blogs:

- Library Forager, Cheryl Bryan's new blog to share li-

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brary-related news with members (also shared through the SEMLS Twitter feed.)

- SEMLS Tech Watch, Kathy Lussier's blog to share tech news with members (also shared through the SEMLS Twitter feed.)
- SEMLS News, a blog to share the latest news with SEMLS members (also shared through the SEMLS Twitter feed.)
- A number of collaborative blogs where SEMLS members can share ideas, including the Adult Programming blog and the Reference Discussion Group.

If you would like the ability to post to any of those blogs, send an e-mail to klussier@semls.org.

A full listing of blogs available through SEMLS is available at:

<http://www.semls.org/community/blogs.html>.

New Password for InfoTrac Access

If your library uses cookie authentication for databases, the password to access Gale databases will change on July 10.

Those libraries will need to reset the password on each workstation at that time. If your library uses cookies to access databases, you will receive a separate letter with the new password.

If all of the computers in your library have a static IP address, you do not need this password.

Under the terms of the state's licensing agreement with Gale, this password is only to be used by library staff who set cookies on the workstations. **Do not share this password with other library staff or users. Do not post this password at library workstations or on a Web site.**

If you have any questions, send an e-mail to helpdesk@semls.org.

All Regions Listserv Has A New Address

As many of you know, SEMLS recently changed its mailing list manager for its regional e-mail distribution list. Now, all six Massachusetts regional library systems have completed that migration process.

If you choose to send an e-mail to all six regions, send the message to "allregions@mbic.state.ma.us" (not ..@mlin.lib.ma.us.) Before sending, please consider whether the message is truly of interest to a statewide audience.

As with your regional list, you may now send html formatted e-mail and include attachments to the allregions@mbic.state.ma.us address.

You may view messages sent to all regions through the Web interface at <http://mbic.state.ma.us/lists>. The e-mail address for the SEMLS list is now semls@mbic.state.ma.us. Any regional member is welcome to post directly to the list. You do not need to go through a SEMLS staff member to post.

If you have any questions, please feel free to contact Kathy Lussier at klussier@semls.org.

Amazon Kindle Giveaway Winner

Foxborough High School Media Center has won the first-generation Amazon Kindle that SEMLS gave away last month.

Media Center Director Kathleen Porter said "The Kindle will be circulated to students, faculty and staff. As we move to incorporating new instructional technologies, this would be a great way to explore portable e-book use."

Kathleen has agreed to write a future article for *SEMLS Sightings* to let member libraries know how the project went.

Continuing Education News

Cheryl Bryan, Assistant Administrator for CE & Consulting

Going Green @ Your Library: A More Environmentally Friendly Library Environment



Do you suspect with a few simple changes your library could be a lot more environmentally friendly and even save taxpayers money

in the process? Can you picture announcing this to your town officials? On June 25 SEMLS will bring Beth Filar-Williams, creator of the Going Green @ Your Library Blog, to Lakeville Public Library from 10 – 3:30 to share the best practices she has learned from libraries around the country.

Make your library earth friendly! We will discuss real-life situations and create workable, detailed plans of action to take back to your library.

Topics to be covered include recycling, reducing waste, green building, greener cleaning, travel tips, art projects and other fun ideas. Understand the importance of environmentally friendly practices in the library setting, know where to find greening resources to share with other library staff and ways to save money or to possibly earn money for your library.

This workshop is presented by Beth Filar-Williams, currently the Coordinator of Library Services for Distance Education at the University of North Carolina, Greensboro. *Please plan to bring a bag lunch; we will provide drinks and dessert.*

Getting the Most Out of Your Digital Camera

On Wednesday, July 8 from 10 – 1 at SEMLS, Barbara Andrews of Andrews Consulting will offer her workshop on digital photography. The

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workshop will provide an overview of digital photography to include camera and printer selection, filing your images and basic techniques to improve the image for printing, e-mailing or displaying on your Web site. You will learn options for storage and organization of digital photographs, transferring images from the camera to the computer and accessories to make every step in the process easier. You can register through the SEMLS Web site at <http://www.semls.org>.

Reference News

Jill Erickson, Head of Reference and Adult Services, Falmouth Public Library

Reference Summer Reading

Here on Cape Cod we have a huge influx of summer visitors (as you may have heard,) so as a result, we have lots of readers' advisory questions all summer long about the best beach read. This is a trickier question than you think, because everyone has their own idea of what a beach read is. (And is a beach read and a hammock read the same thing?) Over the years we've collected books in our reference room that are great places for people to start if they really have no idea what it is they might want to read next. You can use these with your patrons, or you might need some help yourself with some summer reading suggestions.

One of the most recent books I've come across to help with this task is *Beowulf on the Beach: What to Love and What to Skip in Literature's 50 Greatest Hits* by Jack Murnighan. His preface begins, "What, you weren't planning on packing *Beowulf* with your flip-flops and sunscreen? How about *Ulysses*, *Don Quixote*, or the *Iliad*? But you still feel bad about not reading them, right?" He goes on to break down the 50 books by *The Buzz*, *What People Don't Know (But Should)*, *Best Line*, *What's Sexy*, *Quirky Facts*, and *What to Skip*. As he says, "This isn't *Cliff Notes* telling

you what you'd need for school; it's an attempt to show you what's in the great books that makes them really matter." I think this will be sitting on our reference desk the whole summer to encourage the reading of classics and to make us laugh when the Internet lines get too long.

Right next to this will be *The Novel 100: A Ranking of the Greatest Novels of All Time* by Daniel S. Burt. We've really never had a reference book on display that has been as pawed over as this one. It was so popular when we first put it out that I had to buy a circulating copy as well. Everyone wants to argue about his list. What he writes is: "I ultimately constructed my listing and ranking by considering which novels dominated



their eras." Not as funny as *Beowulf on the Beach*, but a great list for people to discuss and maybe even find a book or two that they could read on the beach. Happily most classics are available in mass market paperbacks, perfect for beach reading.

Another great readers' advisory read is *1001 Books for Every Mood* by Hallie Ephron. She has divided all of her picks based on the mood you are in as a reader. From her introduction: "Feeling anxious? The right book can cheer you up, calm you down, or help you appreciate how much worse things could be. Bored and blah? A book can astound you, give you hope, or scare your socks off. Feeling nostalgic? Let a book take you on a stroll down memory lane." This is an eclectic list, to be sure, of fiction and non-fiction titles. Her chapters range from "...for a Good

Laugh" to "...to Run Away From Home" to "... to Slide Down the Rabbit Hole." Really a great collection of reads in which she also indicates not only their literary merit, but among other categories, which books can read in short sittings (she calls them the bathroom books;) which books are relaxing easy reads; which books have been made into movies and which books make you think or provoke controversy. In short something for everyone. There is also a Web site that has reading guides for many of the books mentioned: <http://www.halliephron.com/1001books>.

One other big, fat what-to-read-next reference book is *1001 Books You Must Read Before You Die* edited by Peter Boxall. This book comes with a photo of someone reading on the beach on its cover, but don't be fooled as this book is way too heavy to carry to the beach! The editor describes his list making for this book as follows: "It is a list that is animated by the spirit of the novel, by a love for what the novel is and does, but which nevertheless does not hope or aim to capture it, to sum it up, or put it to bed." The book is organized by time period beginning with *Aesop's Fables* and ending with *Never Let Me Go* by Kazuo Ishiguro. There is really something for every reader here.

What continues to be our number one summer reference book at Falmouth Public Library? That would be *The Outdoor Shower: Creative Design Ideas for Backyard Living, From the Functional to the Fantastic* by Ethan Fierro. Yes, we really did have so many questions about how to build an outdoor shower that we were blissfully happy when this book came out in 2006. Every reference department has one, a book that is quirky, of most interest to your town, and that you can't live without. What's the quirkiest reference book in your collection? I'd love to know! (And while you're at it, let me know what you're reading this summer! I can always use more suggestions!) You can contact me at jerickson@falmouthpubliclibrary.org.

Did You Know...



Massachusetts Performers & Programs Directory

Cathy Cahoon, SEMLS Administrative Assistant

The Massachusetts Performers and Programs Directory is provided as a service to the librarians in Massachusetts through a joint effort of the Massachusetts Regional Library Systems. The online version of the directory was released in the late fall of 2003, and during FY 2009, 13,896 pages were viewed by visitors to the site.

There are 17 performer and program categories to choose from, such as clowns and jugglers, and programs for every age group from preschool to adult are included.

Program information can be submitted by a member library or a performer using the authorization code **mrlsperform**.

Inclusion in the directory does not constitute an endorsement.

The directory can be found at <http://www.semls.org/performer/index.asp>, and for more information, please send an e-mail to performer@semls.org.

Youth Services- News

Vickie Beene-Beavers, Assistant Administrator for Youth Services

Bruins Score With Our 2009 Summer Reading Program

This summer we are partnering with the Boston Bruins to get the word out about literacy. The Bruins, not a stranger to promoting literacy among youth, contacted the MBLC to help promote our state's 2009 program. Neither one of us was willing to pass up the opportunity to work with each other. All agreed that such collaboration could be implemented on a small scale. This partnership would be possible if we promoted this via our statewide online reading program. In the first year of our pilot partnership, kids and/or adults who register online will participate via their library's ReadsInMa.org Web site. Even as we rush to score with the Bruins this summer, we are making plans to have a full-blown program that includes both online and paper registration. In the meantime, those who register online this summer will be entered into a raffle that will include fabulous prizes (and I mean *fabulous* prizes) that feature autographed t-shirts, pucks and min-stickers from the Bruins! There's even an opportunity to win a prize that includes a Zamboni ride and

tickets to a game. Come on. How could we pass up an opportunity to promote reading on a Zamboni? Isn't reading cool!

The Eagle Has Landed!



If you haven't signed-up to become certified to borrow the lunar/meteorite samples from NASA's Goddard Space Program, SEMLS is offering another opportunity for you to be trained. On June 18 from 10—2:30 at the Stoughton Public Library, Rick Varner, NASA's Aerospace Education Specialist, will be traveling from Maryland once again to offer an extended version of *The Moon at Your Fingertips* for both librarians and library teachers. If you can not make that date, you're welcome to attend the following dates throughout the state:

Western Region - Tuesday, June 16, in Whatley.

Central & Northeast - Wednesday, June 17, in Tewksbury.

Boston & Metrowest - Friday, June 19, in Boston.

We hope to see you there!

Ergonomic ILL—or Why Does My Back Hurt?

Cheryl Bryan, Assistant Administrator
for CE & Consulting

As the statewide delivery committee

works to improve materials handling for the volume of items now moved every day through the region's delivery service, one of the sub-groups is working on ergonomics—or how to manage delivery more safely for the library workers involved. Here are some of the suggestions they have come up with so far.

Unloading bins is hard on the hands and bodies:

- Try to place the bins on waist-high work surfaces.
- Wear wrist braces.
- Try putting empty bins on dollies, then filling and gradually stacking the bins, or if you can, purchase book trucks that will raise and lower height automatically as needed.

To improve workflows:

- Transit receipt printers improve tracking.
- Packing materials need to become standardized.
- Reducing the use of rubber bands saves a lot of time.

The group will be developing workshops to spread the information we learn and develop in the process, so look for more suggestions in the near future.

**Best Wishes in
Your Retirement**

*Betsy Randall, Director
Holmes Public Library, Halifax*

*Judith Powers, Library Teacher
Nantucket Elementary School*

MLA's Trivia Night Winners

Congratulations to Will Adamczyk, Thomas Crane Public Library, Quincy; John Henderson, EBSCO; Jennifer Inglis, Whitman Public Library; Laurie Lessner, SAILS; Rick Levine, CMRLS; Kathy Lussier, SEMLS; Olivia Melo, Lakeville Public Library; Cindy Roach, SEMLS; Mike Somers, Bridgewater State College and Irving Zangwill, MBLC Commissioner as their team, the "Mixed Nuts," prevailed at this year's Trivia Night competition held on May 7, 2009 at the MLA annual conference in Springfield.

**Webcast Summit — Literacy for All: Advocacy, Libraries and Literacy
Panelist — Dinah L. O'Brien**

Dinah L. O'Brien, Plymouth Director of Community Resources, was recently one of the panelists for the Webcast Summit Literacy for All: Advocacy, Libraries and Literacy held on April 7, 2009 in Washington, D.C. to discuss lifelong literacy. The Webcast Summit was sponsored by the National Institute for Literacy in partnership with the American Library Association's Committee on Literacy. The distinguished panelists, librarians from public, school and academic libraries, discussed successful library literacy programs, innovative community partnerships and effective library advocacy. Literacy is a lifelong activity in which libraries play a crucial role by providing essential resources and expertise.



**Plymouth Rockettes Win First Place at
MLA's Book Cart Drill Team Competition**

Congratulations to Plymouth Public Library's Plymouth Rockettes: Christine Cook, Stephanie Wood, Karen Giesler, Linda Fitzgerald, Jessica Connelly and Carolee Nielsen; Kate Murphy, the team's choreographer, and Beverly Ness, the videographer. This year the team won first place at the second annual Book Cart Drill Team competition held on May 7, 2009 at MLA's annual conference in Springfield. The Plymouth Rockettes were also the winners of the Biggest Wow Factor award. The team performed to Shania Twain's song, *Man, I Feel Like a Woman*.

Congratulations

*Florence Lathrop, Library
Teacher, Fontbonne
Academy, Milton on the
newly renovated library.*

*Lucy Loomis, Library
Director, Sturgis Library,
Barnstable on receiving
\$246,700 in state grant
money from the Cultural
Facilities Fund for reno-
vations and repairs.*

**Lakeville Public Library—First Place Winner
of MLA
Public Relations Award**

Congratulations to Lakeville Public Library and Olivia Melo, Library Director, on receiving a Public Relations, first-place award at MLA's annual conference in Springfield on May 7, 2009.

The award category was brochures, and the project submitted was a "passport" to the Lakeville Public Library, which is handed out to all new library card registrants, highlighting services available and providing information on how to access the library 24/7 from home.