

Comment: (Richard Smith - NLS)

Welcome to our August phone forum. We have a nice room full of NLS staff here. My name is Richard Smith. I'm Chief of the Network Division. We'll go to my left...

Comment: (Library Staff - NLS)

Steve Prine, Assistant Chief of the Network Division; Meredith Beckhardt, Reference Section; David Spett, Data Analyst; Jason Yasner, Deputy Director; Juliette Appold, Music Section; Alice O'Reilly, Materials Development; Hien Nguyen, Bibliographic Control Section; Pamela Davenport, Network Consultant; Margie Goergen-Rood, Quality Assurance; Vickie Collins, Network Services; Paula Bahmani, Education and Training Specialist; Kristen Fernekes, Head of Communications and Outreach.

Comment: (Richard Smith - NLS)

And that's a pretty full room. I think we had 26 libraries on the line so, probably a few more have been added since we first asked. We're all getting ready for the Book Festival this weekend. That's August 31st. We're all excited about that. I'm also reading the "Resources for Disabled Veterans." I just got my large-print copy this morning, so that's hot off the press. We do have a couple reports and the first report I want to start off is Kristen...

Comment: (Kristen Fernekes - NLS)

Hi everybody. Apparently, I have a few things, so I'll just run through them quickly. I understand that there were some questions that had come up about NLS' involvement in the National Book Festival. (It) will take place this weekend on Saturday, all day. That's at the Washington Convention Center, so I encourage everybody to come. If you've been following us on Facebook, we've been talking a lot about it there and there's some good information you can find on the Library's website about some of the authors that will be there. NLS specifically will have a booth and two tables. We'll (have) a significant presence at the Book Festival, where we'll be describing to people all the services that we provide. We will also have a children's activity that we've done there in the past that tends to be really popular. We do it at a lot of events that we have at the Library. If anyone has questions about our involvement, please feel free to get in touch with me. You can email me directly and I can help you out.

I also understand from Richard that people had some questions about how it is that they can get backdrops from us, so if you have an event and you would like to borrow one of our backdrops, the person that you need to email is Gabrielle Barnes. She's one of the folks on my team. Her email address is gbarn@loc.gov. We do have a number of different backdrops so, let us know what type of event it is that you are going to so that maybe we can send you the appropriate one. I do want to give one caveat though, because I think we had gotten some requests in September or October for some backdrops and unfortunately, we will send them if we have them available but we were doing a whole bunch of events back then so for the most part, those backdrops were in transit – and were not available for us to be able to send back to you, but if you give us a little bit of lead time, we can generally loan those out to you. So, Gabrielle Barnes is the individual that you should reach out to if you have questions on that front.

I also wanted to really quickly talk about our name change. This has come up a couple of times in the past and so it is getting closer and closer to the date. Our name will change officially to the "National Library Service for the Blind and Print Disabled" on October 1st. You will be seeing information about the name change in the "On the Move" (newsletter) that will be out in the next few days. In the middle of September, we will send along some additional information to you (updates). We'll also be sending language that you can post on your website, through social media, on any newsletter subsequent to October 1st to share this information with your patrons directly. We'll be attempting to do it in a number of different ways too, but anything you can do to help amplify that information will be terrific. We are asking libraries not to discard items that have our current name or logo on them. We will be replacing those as stocks are depleted so as not to destroy massive amounts of paper materials. (The name change) is not super-secret, but it's not public information yet, so we would prefer that you not share this widely, but (if so) it's not the end of the world.

Comment: (Meredith Beckhardt - NLS)

I wanted to spend a few minutes informing everybody of a new initiative at NLS. Many of you are familiar with our current NLS application, where we've added options on the last page, where the applicants select how they heard of NLS. Options such as, "through a friend," "a TV ad," "social media" etc. The term we use for these is "referral codes." Right now, NLS doesn't collect data on the referral codes that the applicants have been choosing but collecting standardized data on these referral codes will give us all metrics on where to focus our outreach. We're also revising our paper application to include a few more choices – from conversations that we've had with Keystone Systems and libraries throughout the Network. In order to really leverage this data, it would be best if these same referral codes are used in multiple places. So, I've already mentioned the application. We're also encouraging the circulation systems to have the same codes. The referral codes will also be shown on the new Helen form.

I know many libraries have their own applications and don't use the NLS paper applications, but in order for us to gather significant statistical data, NLS is hoping that you'll consider revising your applications to cover our referral codes. We understand that you might do your own customized referral source tracking, but we ask that libraries do it separately from the NLS list so that we can ensure standardized data collection. In the end game, NLS can then share with each of you your local, regional and national results, so that you can evaluate your outreach and advertising efforts and compare yourselves to the rest of the region, as well as national averages. We'll be sharing more in the coming weeks and months regarding the next steps for this implementation. Overall, we want this to be a cooperative effort between NLS and the Network. If you have any questions on this, please ask during the Q&A period that follows.

Comment: (Steve Prine - NLS)

Mike Martys isn't here but there has been a question about sixteen-digit passwords for BARD patrons. Mike informed me this morning that the sixteen-digit password is not required. It's required for BARD administrators but not for patrons. A patron can use a password as short as eight characters. If they use an eight-character password, they have to include numbers and/or special characters. If they use a sixteen-digit password, numbers and special characters aren't required. So, they could use a phrase like "bigredbutterfly" and just spell it out all together and not have to worry about special characters or numbers. So, I passed that on for Mike.

Comment: (Craig Hayward - NC)

I just helped a patron reset a password the other day – and it required them to do sixteen characters in the patron account. So, I don't know if that's a difference or if there was a mistake but...it's asking for sixteen characters for passwords from patrons. It wouldn't let them do anything less than that.

Comment: (Jason Yasner - NLS)

We'll follow up with Mike Martys and get back to everybody. Thank you.

Comment: (Maureen Dorosinski - FL)

Glad to talk to everybody. It's not a question. It's more of a minor announcement...the Rub Ratings. Because of the holiday, we're kindly requesting that everybody submit them tomorrow by noon – and then we can get them up in a timely manner. Also, now we've got a nice tropical ridiculousness which, yesterday was supposed to be a tropical storm and it was going to go through Puerto Rico and then fizzle but now it's anticipated to be a category 3 hurricane hitting directly at our coast right at our location. But, it's still a couple days out so, Friday, I've got a doctor's appointment and we're going to be closing on our condo, so I'm buying a house two days before a hurricane hits, so hopefully that's going to turn out good.

Comment: (Steve Prine - NLS)

You may want to wait until after the hurricane to close.

Comment: (Maureen Dorosinski - FL)

Well, our insurance is all bound up and I think everything is good. They were going to delay it, but now they're not. I don't know. So anyway, Rub Ratings due tomorrow at noon. Thank you so much.

Question: (Leslie Bowman - MD)

We're getting ready to print some of our applications and would definitely like to know what those referral codes are that you would like us to use. Where can we find them?

Answer: (David Spett - NLS)

We can send them over to you.

Comment: (Richard Smith - NLS)

As a matter of fact, we'll probably put out an Operations Alert.

Comment: (Jane Glasby - CA9)

Our question was about those codes, so yes, an Ops Alert would be great. Another thing I wanted to say is that I've had a report that we've had the same experience with the sixteen-character password for patrons.

Comment: (Jason Yasner - NLS)

Alright, thank you. I've already written Mike Martys an email, so hopefully we'll have some information soon.

Comment: (Richard Smith - NLS)

I sat through Hurricane Andrew in Louisiana many years ago, and those are not fun...except...when the eye goes over and then you go back in your house and listen to the rain and the wind for four or five hours so, a hurricane is pretty dangerous, so we feel for you Maureen.

Comment: (Pat Herndon - GA)

Mine is not really a question. It is more to just let you know that right as this call started, GLASS got it's first Duplication-on-Demand order using Gutenberg and KLAS. It just happened in the last fifteen minutes.

Comment: (Library Staff - NLS)

Fantastic (applause).

Comment: (Pat Herndon - GA)

So, we just wanted to let you all know...we've had some hiccups along the way – even as late as this morning but, we think we've got it under control and we'll keep you guys posted.

Comment: (Jason Yasner - NLS)

Hey Pat, we want to thank you very much for being the beta tester for KLAS with Gutenberg. We're looking forward to your success and, rolling out Gutenberg to the KLAS libraries.

Comment: (Pat Herndon - GA)

Well, thank you. We're happy to do it and – like I said – we're so busy that it's hard to keep you updated but I'll be doing my best.

Question: (Juliet Relyea - FL)

The recall boxes – we have about 12 left. Are they due December or September? When are they due?

Answer: (Steve Prine - NLS)

You have until December.

Question: (Maureen Dorosinski - FL)

Steve, this is for you. Just making sure – we might be a little late. I think your email to me for FL1A was that you wanted our recall by September. Was that correct? Or can we push it to a little later?

Answer: (Steve Prine - NLS)

I'm going to have to look. I don't remember for the regional libraries, but I'll send you an email.

Question: (Maureen Dorosinski - FL)

Okay. Thank you. And the same goes for the Machine Survey. I'm just saying, maybe nothing will happen but, if Tuesday we can't come back, then we'll be a couple days delayed – catching up – and we might not get our Machine Survey results in. So, Shana might not get the information as she expects.

Answer: (Library Staff - NLS)

We understand.

Comment: (Richard Smith - NLS)

You're missing an opportunity here, but if we have no more questions, we'll...

Comment: (Steve Prine - NLS)

Sing (laughter).

Comment: (Richard Smith - NLS)

We'll leave you and get your questions in September when we have our next (Open Forum) call. Thank you very much. That ends our Phone Forum call for today.