

SWAN Migration: PR & Marketing Team
Tuesday, December 16, 2014

NOTES

1:00 PM

Burr Ridge Conference Room A

1. Symphony Training/Overview (SWAN Staff)

PR Team Members in Attendance: Erin, Oak Lawn; Christine, Thomas Ford; Chris, Eisenhower; Kelly, Homewood; Jody, Oak Park; Brande, SWAN; Kate, SWAN; Rebecca, SWAN; Dave, SWAN.

Dave Pacin (SWAN) provided an overview of the new Enterprise interface for the PR team, with the input of Rebecca Malinowski and Kate Boyle.

Marketing Takeaways –

- Look & Feel/functionality of Enterprise is customized per library.
- A “new book shelf” list for each library is posted on the catalog main page, with clickable links.
- There is a ‘Library Info’ dropdown on the top right of each catalog. This displays the individual library’s hours, contact info, address, and other pertinents.
- There will be easier searching for patrons in Enterprise – spelling correction, search suggestions, and “fuzzy searching” – all in all, a more modern, Google-like approach to search. This will take some adjustment for library staff, but the library side Workflows is still more of a search function that librarians expect.
- eBook and database integration via eResource Central and Ebsco EDS. This is a big one! Downloading eBooks will be seamless through the catalog!
- Works on all browsers.
- Bookmyne Plus app will be available for mobile devices (Enterprise alone is not currently responsive). Bookmyne Plus will be free for all SWAN members – a consortial purchase).
- Patrons will be able to view eBook holds and checkouts in their catalog!
- Reading history should migrate (still working to make sure this is a reality).
- Wish Lists will NOT migrate – this is something that staff will need to work with patrons to export prior to go live. My Lists will be available in Enterprise so that patrons can re-enter their lists.
- Social library (FB integration) will be available later. Algonquin is currently using, if you want to view their page for an example.
- Family cards will be available in Enterprise. This means that parents will be able to link their account to their child’s account and view their checkouts and history.

3 Big Pro’s to Highlight – eBook integration, online resources, intuitive searching

3 Big Changes to Highlight – Patrons will need to create a pin again after go-live; new bookmark to catalog will be needed for patron web browser (no redirect); wishlist will need to be exported if they wish to save it.

2. Review & Edit Current Marketing Materials

- a. Logo & Copy – It was determined that the copy would be reduced to a short paragraph and rolled into the FAQ page as an intro to it, rather than being posted with the logo on the current catalog. This copy will serve as an “elevator speech” as well. The logo will be alone on the current catalog and clickable, and this will take patrons directly to the patron FAQ page.
Logo was updated, and will be provided to Brande to share with member libraries. Can also be used in their social media, newsletters, etc.
- b. FAQ Page – Will be worked on and questions added as we go. We discussed format for this – “same vs. different” or should we even refer to current system at all? This will be a joint effort with SWAN IT, who will have to create this page for us as a part of the SWAN Patron website. A link to this page will also be provided on the bookmarks, as well as via the clickable logo noted above.
- c. SWAN Newsletter (for library staff), Volume 1 – Topics to cover: Glossary of Terms, Bookmarks and expectations, new pins, searching, SWANcom, training timeline, helpful hints. Kelly took detailed notes and will begin working on this initial newsletter ASAP.
- d. SWAN Patron “Hot Topic” Bookmark #1 – Chris has already begun working on this and had samples of bookmarks for the first two months. We discussed having a total of 4 bookmarks, 3 provided by SWAN, and a 4th template that libraries can customize for library specific offerings (i.e. Pickup Anywhere). We also discussed how many bookmarks will be needed for each library. Very hard to determine. We will use the first bookmark as a learning experience and adjust # as we go for bookmarks 2 & 3. We will also provide a poster of the info for each library, and a PDF version of the bookmark if they want to print extras.

3. Next Meeting

- a. Assign Tasks
Chris: Creating logo (due ASAP), bookmark template, PDF and poster of bookmarks, and self-check signage (due January 16th).
Erin: newspaper press release draft (due ASAP).
Jodi: FAQ page and copy for FAQ page (due Jan/Feb? Working with SWAN IT to create page).
Kelly: newsletter #1 (due January 16th).
*All documents will be shared via prteam@swanlibraries.net so that we can work on it collaboratively, and so that SWAN staff can fact-check for technical components.
- b. Message to Members
Brande will communicate all materials to the membership as they are available.

c. Timeline Updates

We will likely meet again in person in mid-February, or as need arises. We can likely communicate via email and shared docs to knock out upcoming materials as well.