



**Electronic Resources Committee
Agenda Packet**

SAN JOAQUIN VALLEY
LIBRARY SYSTEM
2420 Mariposa Street
Fresno, CA 93721
559-600-6282

October 6, 2022

10:00 a.m.

Teleconference

MINUTES

A. CALL TO ORDER

The meeting was called to order at 10:04 a.m.

B. ROLL CALL AND INTRODUCTIONS

Members Present: Nathan Vosburg (Coalinga-Huron), Alyssa Furin (Fresno), Ashley Nuhfer (Kings), Alma Madrigal-Ward (Madera), Smruti Deshpande (Merced), Yer Vang (Tulare County), Maria Marquez (Tulare Public)

Absent: Heather Eddy (Kern)

Others Present: Tony Arellano (Porterville), Chris Wymer (SJVLS), Kristina Haynes (SirsiDynix), Andrea Downing (SirsiDynix), Linda Bone (SirsiDynix)

C. ADOPTION OF AGENDA

The agenda was adopted as written.

D. PUBLIC COMMENT

None

E. APPROVAL OF MINUTES OF September 8, 2022 (Attachment 1)

Motion: Deshpande (Merced)

Second: Marquez (Tulare Public)

The minutes were approved.

F. ITEMS FOR DISCUSSION AND ACTION

1. DISCUSSION: SirsiDynix Community Engagement Platform
Andrea Downing, SirsiDynix Product Manager for the Community Engagement Platform, presented a demonstration of the CEP events calendar and marketing tool. Marketing can be directed toward specific categories (age groups, users at certain branches, new library card holders, expiring cards, etc.). Data and patron lists are pulled from ILS via Blue Cloud Analytics but will eventually pull directly from the ILS. Patrons can register for events. CEP includes easy editing and creation tools to build custom marketing messages and forms. Patron preferences are built in, and they can easily unsubscribe and manage subscriptions. CEP can track patron engagement with messages and surveys and can follow up based on the actions patrons take. Can create forms and pages on Enterprise to allow for sign up; these could provide a way to

ensure that patrons are opting in to communications. CEP is currently limited to email and forms but will support communication via text messages in future. RSS feeds can be used to build a display of upcoming events

Vosburg asked if CEP is opt-in or opt-out. Downing reported that it is opt-out by default. Wymer said we could use settings in Horizon to filter whether patrons receive unsolicited messages. Downing showed that it is possible to limit who receives messages so that they are not sent to all patrons.

Deshpande asked if there are training videos or demos on the SirsiDynix support site. Downing said there is a trial version. It isn't connected to patron data but can use staff data to experiment with CEP features. Self-paced classes and a marketing introduction are available online. Wymer informed Deshpande that Merced staff should have access to those training resources. Boyer asked about success rates. Downing has heard from one pilot program customer who reported that the click rate for communications is about 33%.

Boyer asked how committee members how CEP fits with the committee's interests for marketing resources. Vosburg expressed concerns about patrons and patron data. Wymer reminded that each jurisdiction would have their own settings and privacy policies.

Boyer previously provided incorrect information about systemwide implementation. Wymer said that CEP could be offered systemwide but it could also be offered only by individual libraries. SJVLS receives a larger discount as more libraries use it.

Vosburg is interested in a trial/demo. Wymer will contact Kristina to set up access to the CEP trial platform. If other libraries are interested in a trial they can email Wymer and he will help get them set up with login credentials.

2. DISCUSSION and ACTION: Continuing Teleconferences

Boyer reviewed the conditions that need to exist in order to meet under the modified terms of the Brown Act. California's state of emergency remains in place. All the counties in our service area report low transmission and infection rates, but the State Department of Public Health is still encouraging the use of masks.

Vosburg reported more people attending library events and doing so without masks. Other committee members reported that masks are recommended, but not required, and most staff who work with the public are still wearing masks. Marquez stated that Tulare has seen increased infections and transmissions recently. The library is exercising caution and requiring masks when working with the public, consistent with City guidelines.

Marquez asked if committee is still following the law as required under the modified Brown Act. Boyer stated that the conditions allowing modified meeting requirements are still in effect. Vosburg commented that he is content with virtual meetings but does not agree that the community is still in a pandemic phase. Vosburg believes the main reason the committee is meeting virtually is due to convenience, which does not meet the requirements of the modified Act.

Wymer commented that the committee can meet virtually so long as there is a state of emergency, which still applies, and the safety of the committee would be better served by meeting virtually instead of bringing people together in person. Wymer does not believe it prudent to bring people from different counties together for an in-person

meeting. Vosburg disagreed because staff in Coalinga are not wearing masks and he has attended conferences with attendees from around the state who were not wearing masks, however, he would go along with the committee consensus. Marquez reiterated that Tulare Public staff are still wearing masks and people are still asking for masks when they come in. to the library. Boyer reminded the committee that we have recently had staff with health concerns and at higher risk of infection, the Fresno County Library had a recent outbreak status that lasted for roughly a month, and Tulare Public is experiencing higher transmission rates. Furin commented that Fresno has recently canceled the annual staff meeting because the admin team is concerned about in person meetings. Nuhfer expressed support for continued virtual meetings. Marquez (Tulare Public) motioned to continue meeting under the relaxed provisions of the modified Brown Act. Nuhfer (Kings) second. Vote was taken by roll call.
Ayes: Furin (Fresno), Nuhfer (Kings), Madrigal-Ward (Madera), Deshpande (Merced), Vang (Tulare County), Marquez (Tulare Public)
Noes: Vosburg (Coalinga-Huron)
Abstain: None CO: N, FR: Y, KI: Y MA: Y, MC: Y, TC: Y, TP: Y
The motion passed. The committee will reexamine conditions and recommendations at the next meeting in no more than 30 days.

3. DISCUSSION: Update on Resources from the State Library

Brainfuse HelpNow: Brainfuse should be contacting libraries regarding setup. HelpNow is not using EZproxy for authentication so libraries can work directly with Brainfuse on setup. The State Library already has a live webpage for HelpNow that allows users to select a library and connect to a tutor. Wymer stated that the State Library is tracking usage stats. Libraries can provide Brainfuse with barcode prefixes as a means of identifying library patrons but that is not a suitable authentication method for other resources.

Career PATHways: State Library has sent instructions for how to connect to Coursera, GetSetUp, Learning Express, LinkedIn Learning, Northstar, Skillshare, and VetNow. If a library setup access last year the resources should not need any additional setup. Because of a change in funding sources, the State Library is asking for an attribution statement next to those resources on your websites.

State Report: Usage stats are available for system-provided resources and Teaching Books. Resources from State Library aren't included. System office has some instructions on completing State Reports, but those instructions might need to be updated to fit this year's report.

G. STATUS UPDATE ON SYSTEM RESOURCES

No updates

Boyer will coordinate with hoopla on presentation.

H. CALENDAR ITEMS

Set the date and agenda building for the next meeting, tentatively November 3, 2022 on Microsoft Teams

I. ANNOUNCEMENTS

Vosburg asked if anyone is using Niche Academy. Boyer believes Kern is using Niche Academy for staff training and could provide insight. Marquez uses it for personal staff development and has good experiences

Fresno received grant to market CAREer Pathways resources on city buses and on highway 99 billboards.

J. ADJOURNMENT

There being no further business, the meeting was adjourned at 11:50 a.m.