

The logo for the Chicago Public Library is centered on a white background. It features the words "CHICAGO", "PUBLIC", and "LIBRARY" stacked vertically in a bold, black, sans-serif font. Below the text is a solid black horizontal bar. The entire logo is surrounded by several dark gray quarter-circle shapes of varying sizes, scattered across the page.

**CHICAGO
PUBLIC
LIBRARY**



CHICAGO
PUBLIC
LIBRARY



Promote Your Collections and Events through Polaris Email Notices

Paul Keith

pkeith@chipublic.org

goo.gl/iWiwTt



Who are you?





CPL sends out monthly:

- 100,000 coming due email notices
- 75,000 hold pickup email notices



Chicago Public Library

Gage Park Branch

2807



Total Before Tax:	\$10.99
Tax Collected:	\$0.00
Grand Total:	\$10.99

Learn more about Kindle in [Help](#).

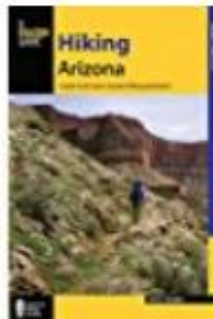
We hope to see you again soon!

Amazon.com

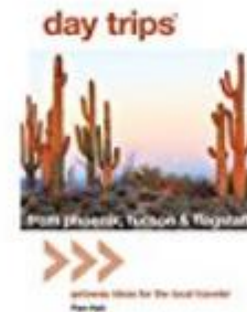
Recommendations for items from across our store



Best Easy Day Hikes Phoenix
\$9.99



Hiking Arizona: A Guide to the
State's Greatest...
\$13.99



Day Trips® from Phoenix,
Tucson & Flagstaff...
\$9.99

You can view your receipt or invoice by visiting the [Order details](#) page.

This email was sent from a notification-only address that cannot accept incoming email. Please do not reply to this message.



Wed 4/26/2017 3:41 PM

notices@chicagopubliclibrary.org

Your holds are ready for pickup

To Paul Keith

[Bing Maps](#)

+ Get more apps

4/26/2017

From:

Harold Washington Library Center
400 S State St
CHICAGO, IL 60605
312-747-4300

To:

Paul Keith
1429 W LUNT AVE 303
CHICAGO, IL 60626

Material you requested is ready for pickup.

Title: Applied Boolean algebra; an elementary introduction

Author: Hohn, Franz Edward, 1915-1977.

Format: Hardcover Book

Barcode: R0017281170

Held Until: 5/6/2017

Thank you for using Chicago Public Library.

SQL Server Reporting Services



Paul Keith

★ Favorites

📁 Browse



Search...



📁 Home

Home

FOLDERS (4)



Collection Maintenance
Reports for Branches and
Regionals



ILL



Polaris



Yesterday's Daily Receipts
(For Email Subscriptions,



PAGINATED REPORTS (4)



Daily Receipts



Daily Receipts Computer
Commons



Daily Receipts HWLC No
YOUmedia or Computer
Commons



Daily Receipts YOUmedia



SQL Server Reporting Services



Paul Keith

★ Favorites

📁 Browse



Search...



Polaris

[Home](#) > Polaris

FOLDERS (9)



Acquisitions



Cataloging



Circulation



Custom



Notices



PAC



Public Services



Serials



System



DATA SOURCES (1)



Polaris



SQL Server Reporting Services



Paul Keith

★ Favorites

📁 Browse



Search...



📁 Notices

[Home](#) > [Polaris](#) > Notices

FOLDERS (10)



Acquisitions



Claims



Collection Agency



Community



Course Reserves



Email



Fines



Holds



Overdues



Serials



PAGINATED REPORTS (9)



Collection Agency - Full



Collection Agency - Half



Collection Agency - 75%



SQL Server Reporting Services



Paul Keith

★ Favorites

📁 Browse


















Search...



Email

[Home](#) > [Polaris](#) > [Notices](#) > Email

PAGINATED REPORTS (20)

 Email_AlmostOverdue ⋮	 Email_AlmostOverdueOtherItems ⋮	 Email_AutoRenewals ⋮
 Email_Bill ⋮	 Email_BorrowByMailNotices ⋮	 Email_CancelledHoldRequest ⋮
 Email_CombinedNotice ⋮	 Email_Fine ⋮	 Email_MissingPart ⋮
 Email_Overdue ⋮	 Email_OverdueClaimedItems ⋮	 Email_ReminderAlmostOverdue ⋮
 Email_ReminderExpire ⋮	 Email_ReminderInactive ⋮	 Email_ReminderInactive_Old ⋮

FILE

MESSAGE



Sat 7/22/2017 6:27 AM

notices@chicagopubliclibrary.org

Library material due soon

To Paul Keith; paul.keith1@gmail.com

Dear Test Card

Most items may be renewed up to 15 times as long as another patron has not requested them.

Museum passports and interlibrary loan materials may not be renewed.

Renew your material online: <https://chipublib.bibliocommons.com/checkedout>

Questions? Please call or visit any Chicago Public Library location.

Please disregard this email if you've already renewed or returned your item(s).

Material you have checked out is due soon.

Due Date: 7/24/2017

Title: ILSPROD test record

Format: Book

Renewals Remaining: 15

Due Date: 7/24/2017

Title: ILSPROD test record

Format: Book

Renewals Remaining: 15

Thank you for using Chicago Public Library.



FILE

MESSAGE



Wed 4/4/2018 6:17 PM

Chicago Public Library <notices@chicagopubliclibrary

Your holds are ready for pickup

To Paul Keith

Dear Paul Keith,

The material you requested is ready for pickup in the Popular Library on the 1st floor of Harold Washington Library Center.

Title: Google analytics breakthrough : from zero to business impact

Author: Alhlou, Feras, author.

Format: Hardcover Book

Held until the library closes on: 4/11/2018

You can view your holds and other account information at <https://www.chipublib.org/holds>

Harold Washington Library Center hours and address: <http://www.chipublib.org/hwlc>

Thank you for using Chicago Public Library.

Report Data

New Edit... X ↑ ↓

- Built-in Fields
- Parameters
 - OrganizationList
 - PatronID
- Images
- Data Sources
- Datasets
 - RequestNotice

1 2 3 4 5 6

«Expr»

«Expr»

«Expr»

«Expr»

«Expr»

«Expr»

«Expr»

«Expr»

[NoticeText]

«Expr»

<u>[LBL_TITLE]</u>	<u>[LBL_AUTHOR]</u>	<u>[LBL_FORMAT]</u>	<u>[LBL_BARCO</u>
«Expr»	«Expr»	«Expr»	«Expr»

«Expr»

< ||| >

New Edit... X ↑ ↓

- + Built-in Fields
- Parameters
 - OrganizationList
 - PatronID
- Images
- + Data Sources
- Datasets
 - + RequestNotice

«Expr»

«Expr»

[LBL_TITLE]

[LBL_AUTHOR]

[LBL_FORMAT]

[LBL_HEL...

«Expr»

«Expr»

«Expr»

«Expr»

«Expr»



How might we use the notices that Polaris sends our patrons daily to promote our collections, programs and services?



Two Proposed Projects

- Add events to coming due notices
- Add related titles to hold notices



Set up Email in Test Environment

- Wipe out all patron email addresses
- Set notification option for all patrons to mail or none



Add Events to Coming Due Notices

- Get events into Polaris
- Create a stored procedure that, given a patron id, returns up to two events
- Update coming due notice template





Events Admin

Create Event

Manage Event Settings

New/Revised

Awaiting Publication

Published

Archived

Only my Events

NO

Export List

Filter...

Clear All

By Location

Select Locations

By Program

Select Event Programs

By Type

Select Event Types

By Title

Event Title...

By Audience

Select Event Audiences

From

Start Date



To

End Date



Date
Description
Actions

4/15/2018

2:00PM – 3:00PM

We Love Art: Parent-Child Workshop

Harold Washington Library Center

Workshops

	A	B	C	D	E	F	G	H	I	J	K
1	Title	Start Date	End Date	Description	Creator	Types	Audiences	Languages	Program	Location	Local
2	We Love A	Apr 15, 20	Apr 15, 20	Join us for	THCL APPF	Workshop	Kids	English		Harold Wa	Thon
3	Maker Mo	Apr 16, 20	Apr 16, 20	Every mor	CANARYVI	DIY, Healt	Kids	English		Canaryville	
4	Family Ga	Apr 16, 20	Apr 16, 20	Stimulate	ARCHER A	Crafts, Ga	Kids, Presc	English		Archer Heights	
5	AARP Tax	Apr 16, 20	Apr 16, 20	AARP will	WOODSON	Business,	Adults	English		Woodson 2nd	
6	Mother G	Apr 16, 20	Apr 16, 20	Please join	SULZER KII	Story Time	Kids	English		Sulzer Regional	
7	Sensory St	Apr 16, 20	Apr 16, 20	This fun, h	ALBANY P	Story Time	Kids, Presc	English	Disability	Albany Park	
8	Preschool	Apr 16, 20	Apr 16, 20	Join us for	SOUTH SH	Story Time	Preschool	English		South Sho	Upst
9	Time For T	Apr 16, 20	Apr 16, 20	Children c	GARFIELD	Story Time	Preschool	English		Garfield Ridge	
10	Open Play	Apr 16, 20	Apr 16, 20	Children c	WOODSON	Crafts, Ga	Babies, Kid	English		Woodson Regio	
11	Book Fiest	Apr 16, 20	Apr 16, 20	Join us fo	LOGAN SQ	Story Time	Preschool	English, Español		Logan Square	
12	Scribbles a	Apr 16, 20	Apr 16, 20	Shake, shi	HALL APPF	Story Time	Toddlers	English		Hall	
13	Mother G	Apr 16, 20	Apr 16, 20	Mother G	LINCOLN P	Story Time	Babies	English		Lincoln Park	
14	Open Play	Apr 16, 20	Apr 16, 20	Drop in fo	RUDY LOZ	Crafts, Ga	Babies, To	English, Español		Lozano	
15	Adult Colc	Apr 16, 20	Apr 16, 20	Pick a sim	BRIGHTON	Crafts, Ga	Adults	English		Brighton Park	
16	Toddler Pl	Apr 16, 20	Apr 16, 20	"Play allow	RICHARD J	Crafts, Ga	Babies, Pr	English		Daley, Richard J	
17	Preschool	Apr 16, 20	Apr 16, 20	Join us for	MOUNT G	Story Time	Preschool	English		Mount Greenw	
18	Bouncing	Apr 16, 20	Apr 16, 20	A brief stc	LINCOLN B	Story Time	Babies, To	English		Lincoln Belmon	
19	Words to	Apr 16, 20	Apr 16, 20	Enjoy reac	LITTLE VIL	Story Time	Preschool	English, Español		Little Village	
20	Book Babi	Apr 16, 20	Apr 16, 20	Join other	UPTOWN	Story Time	Babies	English		Uptown	
21	Spanish B	Apr 16, 20	Apr 16, 20	Join us to	REF CHICA	Book Club	Adults	Español		Chicago Lawn	
22	Pre-Walke	Apr 16, 20	Apr 16, 20	Story Time	ALBANY P	Story Time	Babies	English		Albany Park	
23	Story Time	Apr 16, 20	Apr 16, 20	This inter	LINCOLN P	Story Time	Toddlers	English		Lincoln Park	
24	Tax Assist	Apr 16, 20	Apr 16, 20	Need tax h	LIT APPRO	Business,	Adults	English		Harold Wa	7th F
25	Make a Su	Apr 16, 20	Apr 16, 20	Learn the	MAKER LA	Computer	Adults	English	Maker Lab	Harold Wa	Make
26	Preschool	Apr 16, 20	Apr 16, 20	Parents ar	ALTGELD A	Story Time	Preschool	English		Altgeld	
27	Pop Up St	Apr 16, 20	Apr 16, 20	Just pop u	ALTGELD A	Story Time	Babies, Pr	English		Altgeld	



Welcome to SQL Server Import and Export Wizard

This wizard helps you to create simple packages that import and export data between many popular data formats including databases, spreadsheets, and text files. The wizard can also create the destination database and the tables into which the data is inserted.

To move or copy databases and their objects from one server instance to another, cancel this wizard and use the Copy Database Wizard instead. The Copy Database Wizard is available in SQL Server Management Studio.

Do not show this starting page again.

Help

< Back

Next >

Finish >>|

Cancel

Export is missing...

5aa002fe96992c3f003a7d14



Which we need to make...

<https://chipublic.bibliocommons.com/events/5aa002fe96992c3f003a7d14>



```
<?xml version="1.0" encoding="UTF-8" ?>
<rss version="2.0" xmlns:bc="http://bibliocommons.com/rss/1.0/modules/event/">
  <channel>
    <title>Events | Chicago Public Library</title>
    <description>Events RSS feed</description>
    <link>https://chipublib.bibliocommons.com/events</link>
    <language>en-us</language>
    <lastBuildDate>Sun, 15 Apr 2018 07:55:42 +00:00</lastBuildDate>
    <generator uri="https://www.bibliocommons.com" version="1.0">BiblioCommons</generator>

    <item>
      <title>We Love Art: Parent-Child Workshop</title>
      <description><![CDATA[<p>Join us for an afternoon of books and art-making. Children and adults will explore children's book illustrations together then work independently and collaboratively on hands-on art projects. Be prepared to get messy! An adult is required for children to participate. For children 6 to 10 years old.</p>]]></description>
      <link>https://chipublib.bibliocommons.com/events/5a8c666054d87c2f00ef3128</link>
      <guid>https://chipublib.bibliocommons.com/events/5a8c666054d87c2f00ef3128</guid>
      <bc:start_date>2018-04-15T19:00:00Z</bc:start_date>
      <bc:end_date>2018-04-15T20:00:00Z</bc:end_date>
      <bc:is_cancelled>>false</bc:is_cancelled>
      <bc:is_featured>>false</bc:is_featured>
      <bc:is_featured_at_location>>false</bc:is_featured_at_location>
      <category domain="Type">Workshops</category><category domain="Audience">Kids</category><category domain="Language">English</category>
      <bc:location>
        <bc:name>Harold Washington Library Center</bc:name>
        <bc:latitude>41.876755</bc:latitude><bc:longitude>-87.627872</bc:longitude><bc:number>400</bc:number><bc:street>S. State Street</bc:street><bc:city>Chicago</bc:city><bc:zip>60605</bc:zip><bc:state>IL</bc:state><bc:country>US</bc:country>
        <bc:location_details><![CDATA[Thomas Hughes Children's Library, 2nd Floor, Large Studio]]></bc:location_details>
      </bc:location>
      <bc:contact><bc:name>Thomas Hughes Children's Library</bc:name><bc:phone>+1-312-747-4200</bc:phone></bc:contact>
      <bc:registration_info>
        <bc:is_required>>false</bc:is_required>

        <bc:is_full>>false</bc:is_full>
      </bc:registration_info>
    </item>

    <item>
      <title>Maker Monday: STEM Activity</title>
      <description><![CDATA[<p>Every month we will feature a fun, hands-on Science, Technology, Engineering, or Math activity (aka STEM) for after-school kids and families to explore together at the library. <span></span><br></p>]]></description>
      <link>https://chipublib.bibliocommons.com/events/5aa002fe96992c3f003a7d14</link>
    </item>
  </channel>
</rss>
```

```

1  if object_id('polaris.dbo.events','U') is not null
2  drop table polaris.dbo.events;
3
4  create table polaris.dbo.events
5  (
6      title nvarchar(500) not null,
7      description nvarchar(max) not null,
8      link nvarchar(500) not null,
9      start_date datetimeoffset not null,
10     pretty_date nvarchar(100) not null,
11     is_cancelled nvarchar(10) not null,
12     is_full nvarchar(10) not null,
13     is_featured nvarchar(10) not null,
14     is_featured_at_location nvarchar(10) not null,
15     program nvarchar(100) null,
16     type nvarchar(100) not null,
17     audience nvarchar(100) not null,
18     language nvarchar(100) not null,
19     location nvarchar(200) not null,
20     organizationid int null
21 );
22
23 declare @events xml;
24 set @events = N'';
25
26 with xmlnamespaces ('http://bibliocommons.com/rss/1.0/modules/event/' as bc)
27 insert into polaris.dbo.events(title, description, link, start_date, pretty_date, is_cancelled, is_full, is_featured, is_featured_at_location, program, type, audience, language, location, organizationid)
28 select
29     t.c.value('title[1]', 'nvarchar(500)') as title,
30     case when len(polaris.dbo.udf_striphtml(t.c.value('description[1]', 'nvarchar(max)')) <= 150
31     then polaris.dbo.udf_striphtml(t.c.value('description[1]', 'nvarchar(max)'))
32     when len(polaris.dbo.udf_striphtml(t.c.value('description[1]', 'nvarchar(max)')) > 150
33     then left(polaris.dbo.udf_striphtml(t.c.value('description[1]', 'nvarchar(max)')),
34     charindex(' ', polaris.dbo.udf_striphtml(t.c.value('description[1]', 'nvarchar(max)')),125)-1) + '...' end as description,
35     t.c.value('link[1]', 'nvarchar(500)') as link,
36     t.c.value('bc:start_date[1]', 'datetimeoffset') at time zone 'central standard time' as start_date,
37     concat(format(t.c.value('bc:start_date[1]', 'datetimeoffset') at time zone 'central standard time', 'dddd, MMMM d'),
38     ' at ', format(t.c.value('bc:start_date[1]', 'datetimeoffset') at time zone 'central standard time', 'h:mm tt')) as pretty_date,
39     t.c.value('bc:is_cancelled[1]', 'nvarchar(10)') as is_cancelled,
40     t.c.value('bc:registration_info/bc:is_full[1]', 'nvarchar(10)') as is_full,
41     t.c.value('bc:is_featured[1]', 'nvarchar(10)') as is_featured,
42     t.c.value('bc:is_featured_at_location[1]', 'nvarchar(10)') as is_featured_at_location,
43     t.c.value('(category[@domain="Program"])[1]', 'nvarchar(100)') as program,
44     t.c.value('(category[@domain="Type"])[1]', 'nvarchar(100)') as type,
45     t.c.value('(category[@domain="Audience"])[1]', 'nvarchar(100)') +
46     case when t.c.value('(category[@domain="Audience"])[2]', 'nvarchar(100)') is not null
47     then ', ' + t.c.value('(category[@domain="Audience"])[2]', 'nvarchar(100)') else '' end +
48     case when t.c.value('(category[@domain="Audience"])[3]', 'nvarchar(100)') is not null
49     then ', ' + t.c.value('(category[@domain="Audience"])[3]', 'nvarchar(100)') else '' end +
50     case when t.c.value('(category[@domain="Audience"])[4]', 'nvarchar(100)') is not null
51     then ', ' + t.c.value('(category[@domain="Audience"])[4]', 'nvarchar(100)') else '' end as audience,
52     t.c.value('(category[@domain="Language"])[1]', 'nvarchar(100)') as language,
53     t.c.value('bc:location/bc:name[1]', 'nvarchar(200)') as location,
54     (select organizationid from polaris.polaris.organizations where name = replace(t.c.value('bc:location/bc:name[1]', 'nvarchar(200)'),',','')) as organizationid
55 from @events.nodes('/rss/channel/item') t(c);

```

Drop the Table

```
if  
object_id( 'polaris.dbo.events' , 'U' )  
is not null  
drop table polaris.dbo.events;
```



Recreate the Table

```
create table polaris.dbo.events  
(  
title nvarchar(500) not null,  
description nvarchar(max) not null,  
link nvarchar(500) not null,  
start_date datetimeoffset not null,  
...
```



Put the Feed into an XML Variable

```
declare @events xml;  
set @events = N'';
```



Put the Feed into an XML Variable

- remove encoding declaration (`<?xml version="1.0" encoding="UTF-8" ?>`)
- escape single quotes
- remove imbedded images (data URIs)



Insert Values into the Table...

```
with xmlnamespaces
('http://bibliocommons.com/rss/1.0/modules/event/' as bc)
insert into polaris.dbo.events(title, description, link,
start_date, pretty_date, is_cancelled, is_full,
is_featured, is_featured_at_location, program, type,
audience, language, location, organizationid)
select
t.c.value('title[1]', 'nvarchar(500)') as title,
case when
len(polaris.dbo.udf_striphtml(t.c.value('description[1]
]', 'nvarchar(max)')))) <= 150 ...
```



...from the XML Variable's Item Element

...

```
t.c.value(' (category[@domain="Language"])[1]', 'nvarchar(100)') as language,  
t.c.value(' (bc:location/bc:name)[1]', 'nvarchar(200)')  
as location,  
(select organizationid from  
polaris.polaris.organizations where name =  
replace(t.c.value(' (bc:location/bc:name)[1]', 'nvarchar(200)'),',','')) as organizationid  
from @events.nodes('/rss/channel/item') t(c);
```



Namespaces in Feed

```
<bc:is_cancelled>>false</bc:is_cancelled>
```

```
<bc:is_featured>>false</bc:is_featured>
```

```
<bc:is_featured_at_location>>false</bc:is_featured_at_location>
```



Namespaces in TSQL

```
with xmlnamespaces  
( 'http://bibliocommons.com/rss/1.0/module  
s/event/' as bc)  
insert into polaris.dbo.events...  
  
t.c.value('bc:is_cancelled[1]', 'nvarchar(  
10)') as is_cancelled,...
```



Long Descriptions with HTML Markup

```
case when
len(polaris.dbo.udf_striphtml(t.c.value('description[1]','nvarchar(max)')))) <= 150
then
polaris.dbo.udf_striphtml(t.c.value('description[1]','nvarchar(max)'))
when
len(polaris.dbo.udf_striphtml(t.c.value('description[1]','nvarchar(max)')))) > 150
then
left(polaris.dbo.udf_striphtml(t.c.value('description[1]','nvarchar(max)')),
charindex(' ',polaris.dbo.udf_striphtml(
t.c.value('description[1]','nvarchar(max)')),125)-1) + '...' end
as description,
```

Family Game Night

CRAFTS, GAMES AND PLAY

Family Game Night

Monday, April 23, 2018 (4:00AM – 6:00PM)

Archer Heights

Description

Stimulate your brain. Come meet new friends.

Play board games and card games to brighten your evening.

We will have games for all ages.

Suitable for: Kids

Preschoolers

Type:

[Crafts, Games and Play](#)

Language:

English

[Share](#)

<p>Stimulate your brain. Come
meet new friends.</p><p>Play
board games and card games
to brighten your
evening.</p></p>
We will have games for all
ages.</p>

UTC to Central Time

```
t.c.value('bc:start_date[1]', 'datetimeoffset') at time zone 'central standard time' as start_date,
```



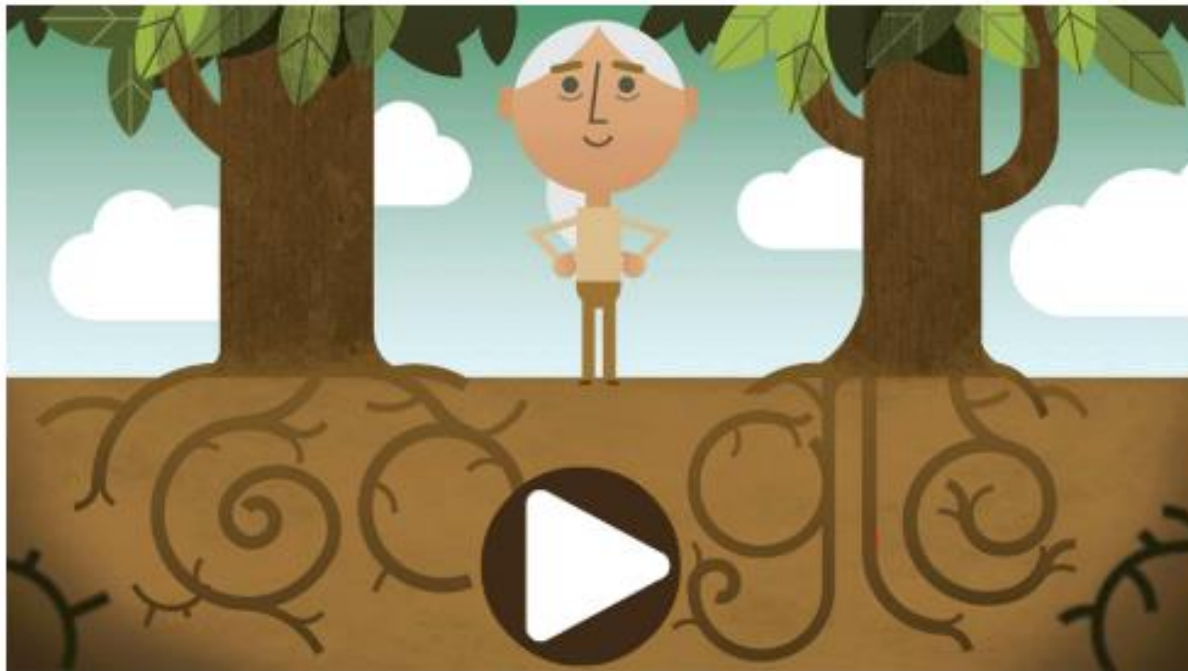
Multiple Audiences

```
case when t.c.value('(category[@domain="Audience"])[2]', 'nvarchar(100)')
is not null
then ', ' +
t.c.value('(category[@domain="Audience"])[2]', 'nvarchar(100)') else ''
end +
case when t.c.value('(category[@domain="Audience"])[3]', 'nvarchar(100)')
is not null
then ', ' +
t.c.value('(category[@domain="Audience"])[3]', 'nvarchar(100)') else ''
end +
case when t.c.value('(category[@domain="Audience"])[4]', 'nvarchar(100)')
is not null
then ', ' +
t.c.value('(category[@domain="Audience"])[4]', 'nvarchar(100)') else ''
end as audience,
```


Location IDs

```
(select organizationid from
polaris.polaris.organizations where name
=
replace(t.c.value(' (bc:location/bc:name) [
1]', 'nvarchar(200)'), ', ', '')) as
organizationid
```



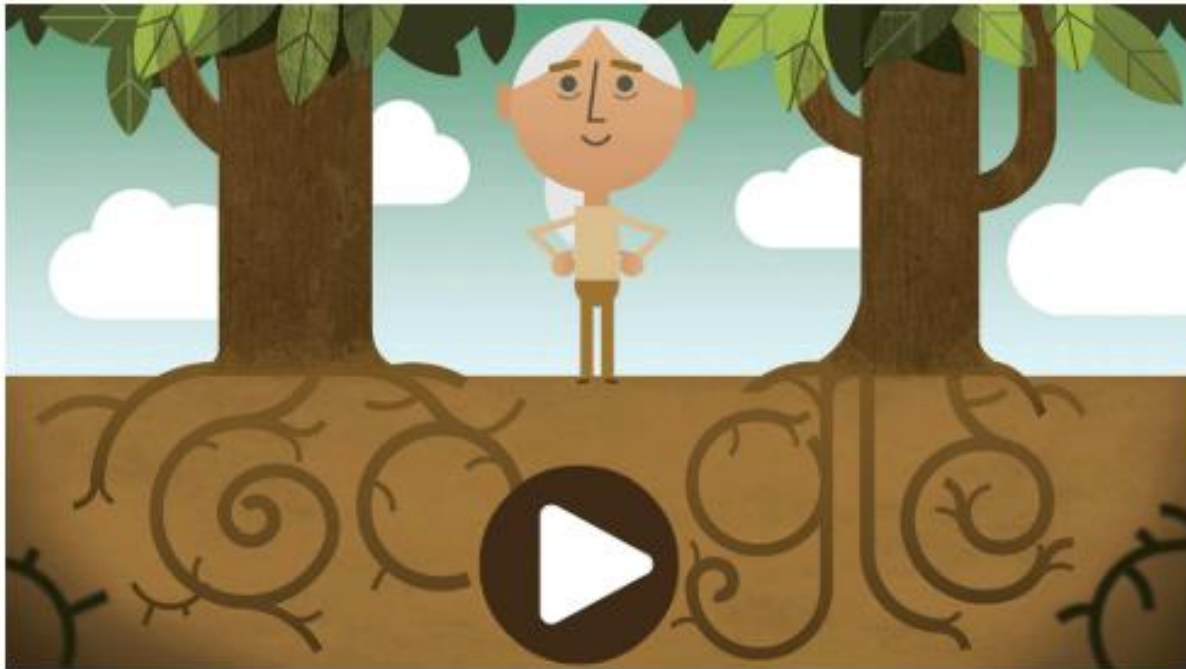


tsql xml with namespace



Google Search

I'm Feeling Lucky



tsql utc to local time



Google Search

I'm Feeling Lucky

Polaris.dbo.events Columns

- title
- description
- link
- start_date
- pretty_date
- location
- organizationid
- is_cancelled
- is_full
- is_featured
- is_featured_at_location
- program
- type
- audience
- language

Building the Stored Procedure

- input: patron id
 - how old is the patron?
- then get an item due in two days
 - where checked out?
 - collection
 - material type
 - stat code



Report Data



New ▾ Edit... ✖ ⬆ ⬇

- + Built-in Fields
- Parameters
 - OrganizationList
 - PatronID**
- Images
- Data Sources
 - Polaris
- Datasets
 - + RequestNotice

«Expr»

«Expr»

[LBL_TITLE]

«Expr»

«Expr»

1

2



Table Variable

Include columns for:

- priority
- whether the event takes place at the checkout location



Is the item...?

- the current One Book, One Chicago title?
- a hotspot?
- a museum pass?



Add Events by Age, Intellectual Level

- Board book checked out by a 40 year old? Also show events for babies and toddlers.
- Picture book checked out by a 35 year old? Also show events for preschoolers.
- Beginning reader checked out by a 50 year old? Also show events for kids.



Finishing up...

- Add age-appropriate events featured at our main location to the table variable.
- Remove any events with the same title from the table variable.
- Sort the table variable by priority, then checkout branch, then date.
- Return the top two rows (events).



Updating the Report














- Add a dataset
- Add the fields to the text of the email



Report Data



New ▾ Edit... ✕ ⬆ ⬇

- +  Built-in Fields
- +  Parameters
-  Images
- +  Data Sources
-  Datasets
 - +  AlmostOverdueReminder
 -  GetEvents
 -  title
 -  description
 -  link
 -  pretty_date
 -  audience
 -  location

switch(

(First(Fields!title.Value, "GetEvents") <> "") and
(Last(Fields!title.Value, "GetEvents") <> First(Fields!title.Value, "GetEvents"))
and (Last(Fields!title.Value, "GetEvents") <> ""),

(Environment.NewLine + Environment.NewLine +

"***** Upcoming Events *****" + Environment.NewLine +
Environment.NewLine +

First(Fields!title.Value, "GetEvents") + Environment.NewLine +
First(Fields!location.Value, "GetEvents") + Environment.NewLine +
First(Fields!pretty_date.Value, "GetEvents") + Environment.NewLine +
First(Fields!description.Value, "GetEvents") + Environment.NewLine +
"Recommended for: " + First(Fields!audience.Value, "GetEvents") +
Environment.NewLine +
"Learn more: " + First(Fields!link.Value, "GetEvents") +
"?s=cdn&utm_source=cdn" + Environment.NewLine + Environment.NewLine +
Last(Fields!title.Value, "GetEvents") + Environment.NewLine +

...

FILE

MESSAGE




Sat 4/14/2018 6:36 AM

Chicago Public Library <notices@chicagopubliclibrary.org>

Library material due soon

To Paul Keith; paul.keith1@gmail.com

 This message has extra line breaks.

.....

Museum passports and interlibrary loan materials may not be renewed.

Questions? Please call or visit any CPL location. See hours and locations at <https://www.chipublib.org/locations>

Please disregard this email if you've already renewed or returned your material.

***** Upcoming Events *****

Mayor Harold Washington Through the Lens: His Life and Legacy on Film, The 2018 Mayor Harold Washington Commemorative Program
Harold Washington Library Center

Monday, April 16 at 6:00 PM

Mayor Harold Washington's life and legacy provides compelling subject matter for filmmakers of all ages, from students to professionals...

Recommended for: Adults, Teens

Learn more: https://chipublib.bibliocommons.com/events/5aa3107a54d87c2f00f0fa51?s=cdn&utm_source=cdn

Perspectives on Queercore: Fed Up Punks

Harold Washington Library Center

Tuesday, April 17 at 6:00 PM

Chicago has a long history of queer and trans punk. From the Homocore scene of the 90s to Fed Up Fest's last five years of punk...

Recommended for: Adults, Teens

Learn more: https://chipublib.bibliocommons.com/events/5a2874046aa8242500d532f5?s=cdn&utm_source=cdn

***** Upcoming Events *****

Thank you for using Chicago Public Library.



Let's test!

- custom report
- examples set up in test environment



Coming Due with Events

Age	Location	Title	Collection		
47	Bucktown-Wicker Park	The 7 habits of highly effective people : restoring the character ethic	Adult		
title	description	link	pretty date	audience	location
Adult Book Discussion: Our Souls at Night	Join us for our monthly adult book discussion. This month we will be reading Our Souls at Night by Kent Haruf.	https://chipublic.bibliocommons.com/events/5a4fab84c1a1282f00993104	Saturday, April 21 at 11:00 AM	Adults	Bucktown-Wicker Park
Adult Book Discussion: Summer Before the War	Join us for our monthly adult book discussion. This month we will be reading The Summer Before the War by Helen Simonson.	https://chipublic.bibliocommons.com/events/5a4fac9dc4341c3f005f484d	Saturday, May 19 at 11:00 AM	Adults	Bucktown-Wicker Park
81	Daley Richard M.-W	Quick food : gourmet	Adult		

Measuring Outcomes

- URLs tagged with Google Analytics source tags (utm_source=cdn)
- measured as “sessions”
- provides comparisons with other sources such as Facebook and Twitter

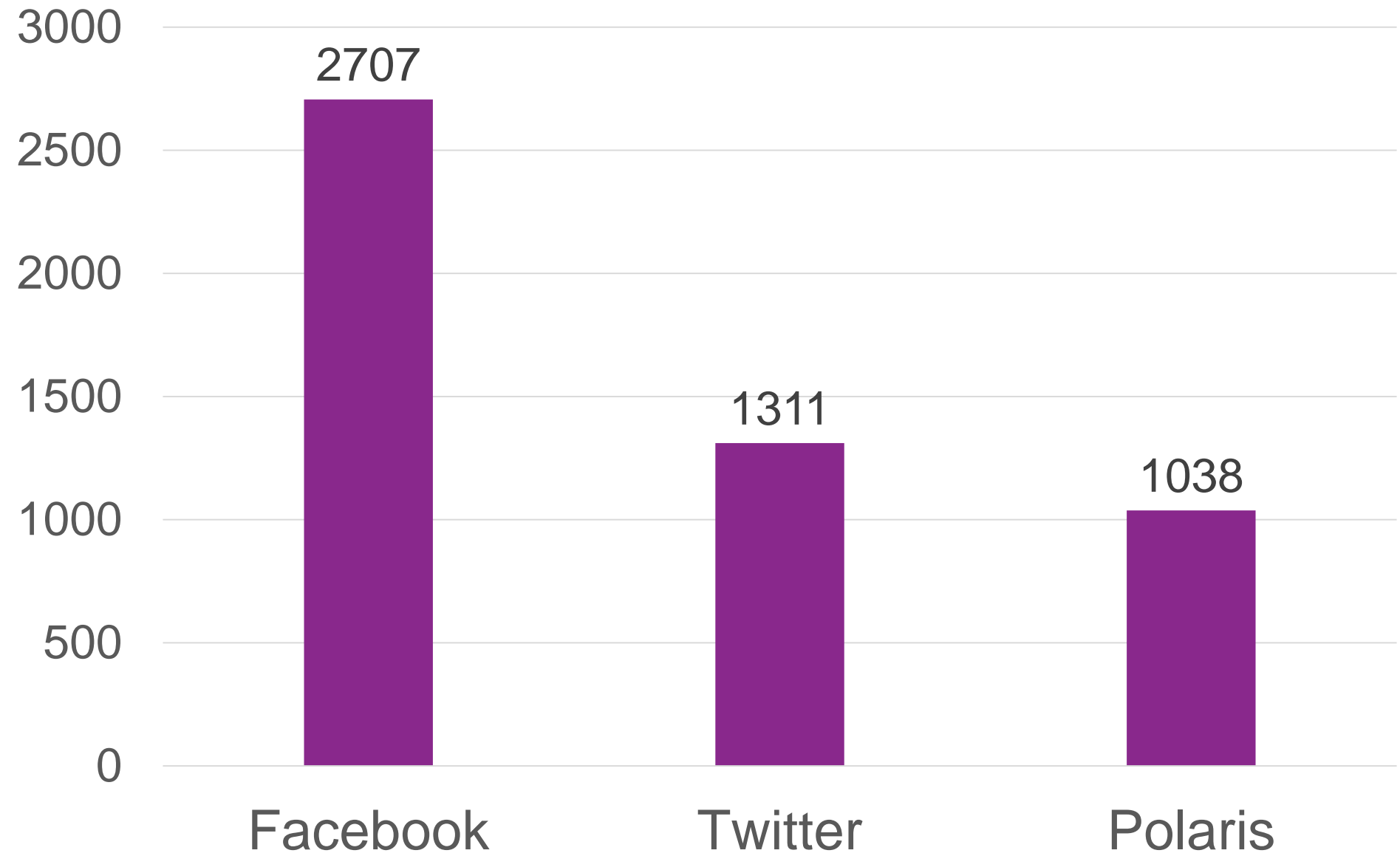


Outcomes

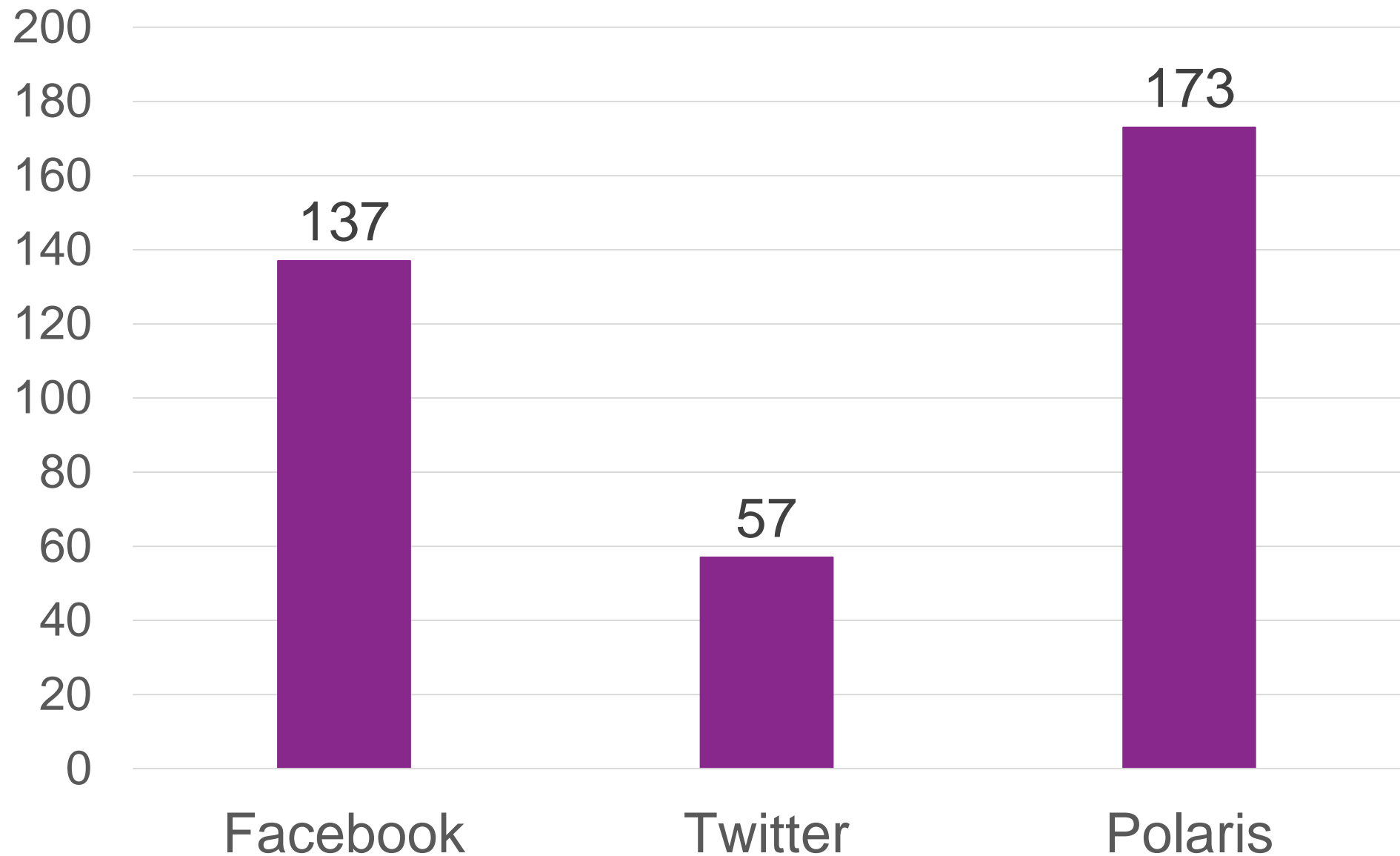
- event links in coming due notices responsible for about 360 visits per month to our events calendar (1.48% of traffic)
- click through rate: 0.36%
- no increase over time



Events Calendar Sessions by Source (1st Qtr. 2018)



Individual Events Viewed by Source (1st Qtr. 2018)



Maintenance

- Import events into Polaris once per week
- Upload modified RDL file, stored procedure, and events into Polaris after each upgrade



Add Related Titles to Hold Notices

- Create a stored procedure that, given a patron id, returns a similar title
- Update hold notice template



Building the Stored Procedure

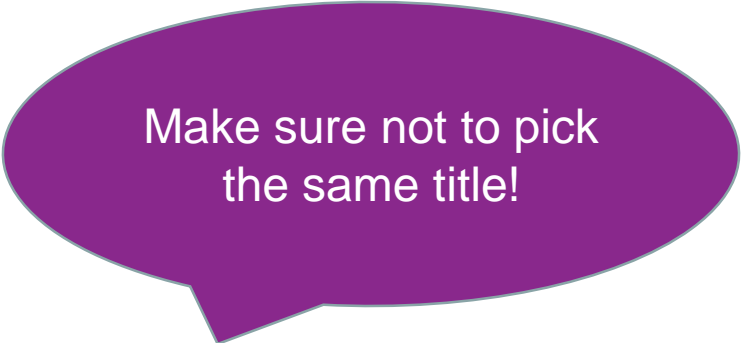
1. Get the last title added to the hold shelf, then get:
 - title
 - bibliographic id
 - pickup branch (id and name)
 - call number and prefix
 - material type
 - collection



Building the Stored Procedure

2. Find titles on the shelf that match on:

- location (= pickup location)
- material type
- collection
- subject/genre (call number, BISAC, genre)



Make sure not to pick
the same title!

Building the Stored Procedure

3. Return the most recently published matching title:
 - title
 - author
 - format
 - pickup branch
 - bibliographic id (as text)



Time It Takes Run the Stored Procedure

- branches: 2 seconds
- main library: 45 seconds



250 x 45 seconds = 3 1/8 hours



Job Durations

- 6 a.m. notice job – about 45 minutes
- noon hold notice job – up to 30 minutes
- 6 p.m. hold notice job – up to 1 hour



Updating the Report

- Add a dataset
- Add the fields to the text of the email



Report Data



New ▾

Edit...



+  Built-in Fields

+  Parameters

 Images

+  Data Sources

-  Datasets

+  RequestNotice

-  GetSimilarItem

 title

 author

 format

 Available_at

 BID

```
=iif(
IsNothing(First(Fields!title.Value, "GetSimilarItem")),
"",
"*****" + Environment.NewLine +
"You might also consider..." + Environment.NewLine +
Environment.NewLine +
"Title: " + First(Fields!title.Value, "GetSimilarItem") +
Environment.NewLine +
iif(len(First(Fields!author.Value, "GetSimilarItem")) > 0, "Author: " +
First(Fields!author.Value, "GetSimilarItem") +
Environment.NewLine, "")) +
```

"Format: " + First(Fields!format.Value, "GetSimilarItem") + Environment.NewLine +

"Currently available at: " + First(Fields!Available_at.Value, "GetSimilarItem") + Environment.NewLine +

"Learn more: " + "https://chipublib.bibliocommons.com/item/show/" + First(Fields!BID.Value, "GetSimilarItem") + "126?s=hpn&utm_source=hpn" + Environment.NewLine + Environment.NewLine +

"*****" + Environment.NewLine + Environment.NewLine)

Let's test!

- custom report
- examples set up in test environment



Similar Titles Tester

Title	Collection	Format	Call Number	BISAC1	BISAC2	genre1	genre2	Patron	Pickup Branch
Dinner illustrated : 175 meals ready in 1 hour or less	Adult	Trade Paperback	TX737.D526 2018	COOKING / Courses & Dishes / General.	COOKING / Methods / General.	Cookbooks.		1462790	Oriole Park

title	author	format	BID	Available at
Martha Stewart's newlywed kitchen : recipes for weeknight dinners & easy, casual gatherings		Hardcover Book	1914011	Oriole Park

Dinner illustrated : 175 meals ready in 1 hour or less	Adult	Trade Paperback	TX737.D526 2018	COOKING / Courses & Dishes / General.	COOKING / Methods / General.	Cookbooks.		1581100	Edgebrook
--	-------	-----------------	-----------------	---------------------------------------	------------------------------	------------	--	---------	-----------

title	author	format	BID	Available at
Martha Stewart's newlywed kitchen : recipes for weeknight dinners		Hardcover Book	1914011	Edgebrook

Dear TEST CARD,

The material you requested is ready for pickup at Bezazian.

Title: The eat your way healthy at Trader Joe's cookbook : over 75 easy, delicious recipes for every meal

Author: Matthews, Bonnie, author, photographer.

Format: Hardcover Book

Held Until: 3/27/2018

You can view your holds and other account information at <https://www.chipublib.org/holds>

Bezazian hours and address: <http://www.chipublib.org/bezazian>

You might also consider...

Title: The backyard homestead book of kitchen know-how : field-to-table cooking skills

Author: Chesman, Andrea.

Format: Trade Paperback

Currently available at: Bezazian

Learn more: https://chipublib.bibliocommons.com/item/show/1700639126?utm_source=hpn

Measuring Outcomes

- URLs tagged with Google Analytics source tags (utm_source=hpn)
- Results were much too high to be believable



March 25-April 17

- sessions: 2,327
- local key/value pair: 595
- source + landing page: 650



Source: Events vs. Catalog

- patrons unlikely to visit events calendar again after clicking on a link in email
- patrons likely to visit catalog again after clicking on a link in an email

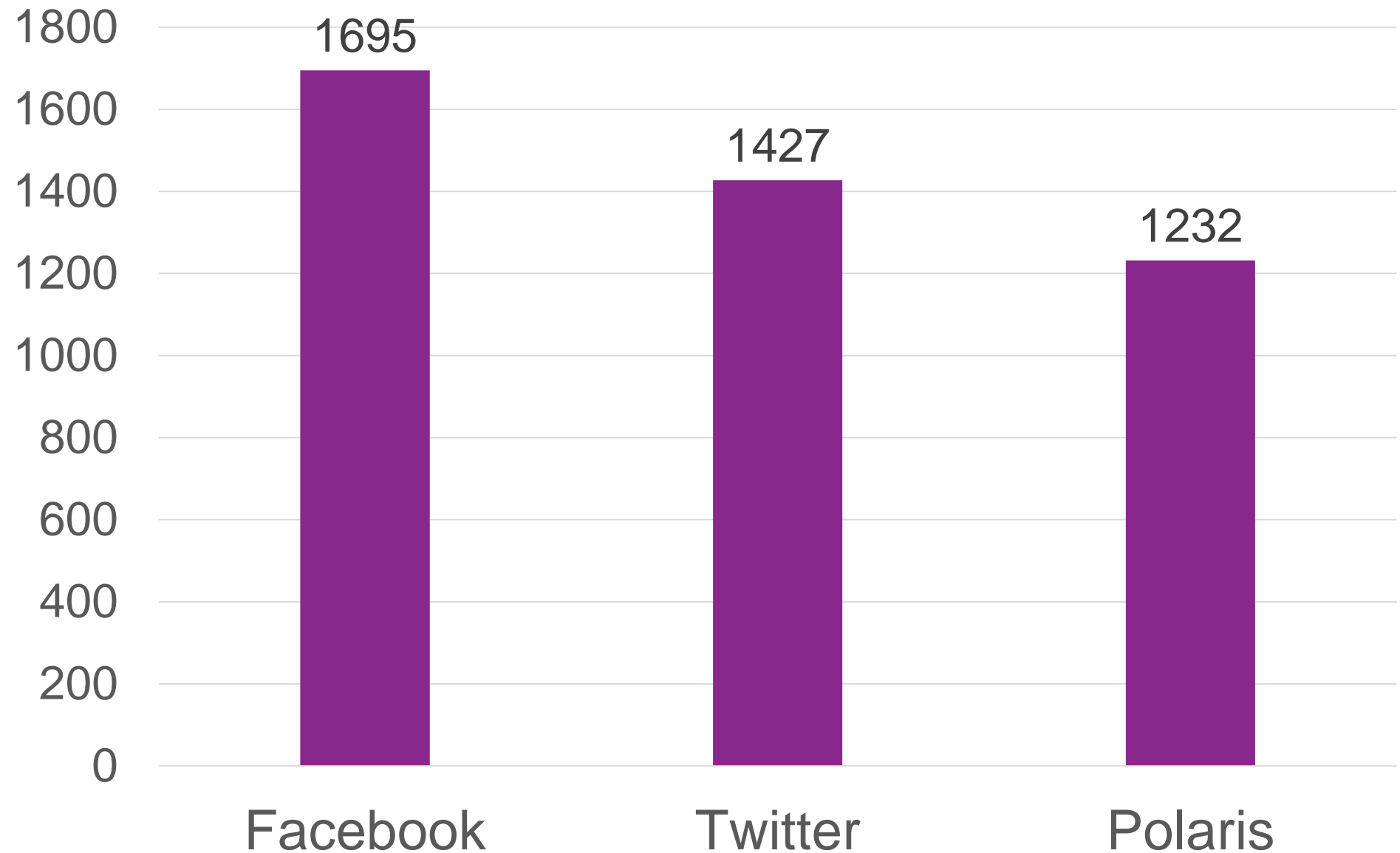


Outcomes – 1st month

- source + landing page/local key value pair
- March 20 - April 19
- similar title links in hold pickup notices responsible for over 800 visits to our catalog
- click through rate: 1%



Website Sessions by Source (March 20-April 19)



<input type="checkbox"/>	Page ? ↓	Pageviews ?	Unique Pageviews ?
		227 % of Total: 0.02% (929,653)	205 % of Total: 0.03% (679,425)
<input type="checkbox"/>	1. /item/show/982737126?s=hpn	1 (0.44%)	1 (0.49%)
<input type="checkbox"/>	2. /item/show/900209126?s=hpn	1 (0.44%)	1 (0.49%)
<input type="checkbox"/>	3. /item/show/898300126?s=hpn	2 (0.88%)	2 (0.98%)
<input type="checkbox"/>	4. /item/show/874173126?s=hpn	1 (0.44%)	1 (0.49%)
<input type="checkbox"/>	5. /item/show/839600126?s=hpn	1 (0.44%)	1 (0.49%)
<input type="checkbox"/>	6. /item/show/713768126?s=hpn&from_login=true	3 (1.32%)	2 (0.98%)
<input type="checkbox"/>	7. /item/show/713768126?s=hpn	1 (0.44%)	1 (0.49%)
<input type="checkbox"/>	8. /item/show/351848126?s=hpn&from_login=true	1 (0.44%)	1 (0.49%)
<input type="checkbox"/>	9. /item/show/351848126?s=hpn	1 (0.44%)	1 (0.49%)
<input type="checkbox"/>	10. /item/show/1958194126?s=hpn	1 (0.44%)	1 (0.49%)

Maintenance

- Upload modified RDL file, stored procedure, and events into Polaris after each upgrade



Project Outcomes

- increase staff knowledge of the Polaris db, SQL, and SSRS
- two cool new features
- a bit more exposure for our events
- 0.01% increase in circulation
- better understanding of the GA “source” traffic source dimension



Next Steps

- continue to experiment with Google Analytics
- notices in HTML???



Your To Do List

- set up email in your test/training environment
- customize your notices
- add similar titles to your hold pickup email notices
- add your events to Polaris and then add them to your coming due email notices



FILE

MESSAGE



Wed 4/4/2018 6:17 PM

Chicago Public Library <notices@chicagopubliclibrary

Your holds are ready for pickup

To Paul Keith

Dear Paul Keith,

The material you requested is ready for pickup in the Popular Library on the 1st floor of Harold Washington Library Center.

Title: Google analytics breakthrough : from zero to business impact

Author: Alhlou, Feras, author.

Format: Hardcover Book

Held until the library closes on: 4/11/2018

You can view your holds and other account information at <https://www.chipublib.org/holds>

Harold Washington Library Center hours and address: <http://www.chipublib.org/hwlc>

Thank you for using Chicago Public Library.

=Fields!NoticeText.Value +
If(Fields!PickupOrganizationID.Value=34," in the Popular Library on the
1st floor of Harold Washington
Library Center", " at " +
Fields!ReportingBranch.Value) + "."

FILE

MESSAGE



Wed 4/4/2018 6:17 PM

Chicago Public Library <notices@chicagopubliclibrary

Your holds are ready for pickup

To Paul Keith

Dear Paul Keith,

The material you requested is ready for pickup in the Popular Library on the 1st floor of Harold Washington Library Center.

Title: Google analytics breakthrough : from zero to business impact

Author: Alhlou, Feras, author.

Format: Hardcover Book

Held until the library closes on: 4/11/2018

You can view your holds and other account information at <https://www.chipublib.org/holds>

Harold Washington Library Center hours and address: <http://www.chipublib.org/hwlc>

Thank you for using Chicago Public Library.

Fields!ReportingBranch.Value + "
hours and address: " +
Choose(Fields!PickupOrganizationID
.Value, "https://chipublic.bibliocommo
ns.com/locations", "https://chipublic.b
ibliocommons.com/locations", "http://
www.chipublic.org/AlbanyPark", "http:
//www.chipublic.org/altgeld", "http://w
ww.chipublic.org/ArcherHeights", "htt
p://www.chipublic.org/austin", ...)

Your To Do List

- set up email in your test/training environment
- customize your notices
- add similar titles to your hold pickup email notices
- add your events to Polaris and then add them to your coming due email notices



Contact Me

Paul Keith

pkeith@chipublic.org

(312) 747-4012

Presentation/project files: goo.gl/iWiwTt

