



Get Your Patrons To Notice:

Using your ILS data to send Newsletter, Card Renewal & Circulation Notices in Sierra and Polaris

Megan Kass, Syosset Public Library
Ted Fons, Patron Point

About Syosset Public Library

- One branch public library on Long Island, NY
- Population Served = ~34,000
- 2018-2019 Statistics
 - 375,164 circulated items
 - 318,206 patrons visited the library
- Used Sierra since 2011 (Millennium before that)



The State of the Email ('twas sad)

- Sierra-Generated Circulation Notices
 - Manually run once a day – Hold Pickup, Overdue, Bill Notices
 - Automatically run once a day (Auto Notices enabled) – Courtesy Notices
- Library Card Expiration Reminders
 - Manually run once a month
 - Create Lists > Import to Word > Copied into Excel
 - Re-used a saved draft in Outlook for the body of the email
 - Copied 50 email addresses at a time to avoid angering spam filters
- Outlook Distribution List for Bestseller Club / Automatically Yours Alerts

Goals

- Modernize the look of emails – font/graphics
- Allow unlimited number of items to appear in one email
- Send more emails at a time without triggering spam filters
- Dynamic content for more than just circulation notices
- Patron-driven subscriptions
- Automatically generated marketing content and targeting
- Statistics

Clearly, we needed help.



The Selection Process

Looked at popular email blaster services, including Constant Contact, Mail Chimp, Benchmark

PROS

- Good for on demand emails
- Everyone uses it (the devil you know)

Enter Patron Point...

CONS

- Doesn't replace Sierra-generated circulation notices
- Doesn't automatically generate content
 - No activity-triggered emails
 - Would still require running lists and manually entering email addresses
- Still requires staff time

The NEW! State of the Email (sooo much better)

- Circulation Notices
 - Automatically run twice a day – Courtesy Notices, Hold Pickup, Overdue, Bill Notices
- Library Card Expiration Reminders
 - Automatically run 30 days and 1 day before library cards expire
- Patron Point Group for Bestseller Club / Automatically Yours Alerts
 - Manually sent as needed
- Welcome Campaign
 - Automatically sends a welcome email when patrons sign up for new cards
 - For adults & teens – 1 email same day as sign up, then 3 days, 4 days, 6 days after (4 total)
 - For children – 1 email same day as sign up

Circulation Notices – Old Courtesy Notice

- Text had to be the exact same for snail mail notices and email notices
- No pictures
- No dynamic links

From: iii guy [<mailto:iii@catalog.syossetlibrary.org>]
Sent: Sunday, September 07, 2008 6:00 AM
To: Patron Name
Subject: Automated Courtesy Notice from Syosset Library

Syosset Public Library
225 South Oyster Bay Road
Syosset, NY 11791

09-07-08

Patron Name &
Mailing Address

The listed material will be due soon. Return or renew by the listed date to avoid late fees. To renew call (516) 921-7161.

AUTHOR: Shook, Jon.
Two dudes, One pan : maximum flavor from a minimalist k
CALL NO: 641.82 S ;pap
BARCODE: 31703004935732
NEW BOOKS - 2nd FLOOR DUE: 09-10-08


2:1

Circulation Notices – New Courtesy Notice

Reminder: These Items Are Due Soon

<https://splny.patronpoint.com/email/view/5d528a64ac2f6741277805>


Can't see this email? [Click here](#) to view this message in browser window.



Courtesy Reminder


This is a reminder that the following items are due soon:

Author: Charlaiane Harris
Title: Small kingdoms & other stories
Checkout Date: Friday, August 9
Due Date: Friday, August 16




[Renew Online](#)

Summer Reading @ Syosset Public Library




[Adults](#) [Kids](#) [Teens](#)

Connect With Us




[Click here to unsubscribe.](#)

[Syosset Public Library](#) - 225 South Oyster Bay Road Syosset, NY 11791-5897
(516) 921-7161

Powered by  Patron Point


Can't see this email? [Click here](#) to view this message in browser window.



Courtesy Reminder


This is a reminder that the following items are due soon:

Author: Charlaiane Harris
Title: Small kingdoms & other stories
Checkout Date: Friday, August 9
Due Date: Friday, August 16




[Renew Online](#)

Summer Reading @ Syosset Public Library




[Adults](#) [Kids](#) [Teens](#)

Connect With Us



[Click here to unsubscribe.](#)

[Syosset Public Library](#) - 225 South Oyster Bay Road Syosset, NY 11791-5897
(516) 921-7161

Powered by  Patron Point



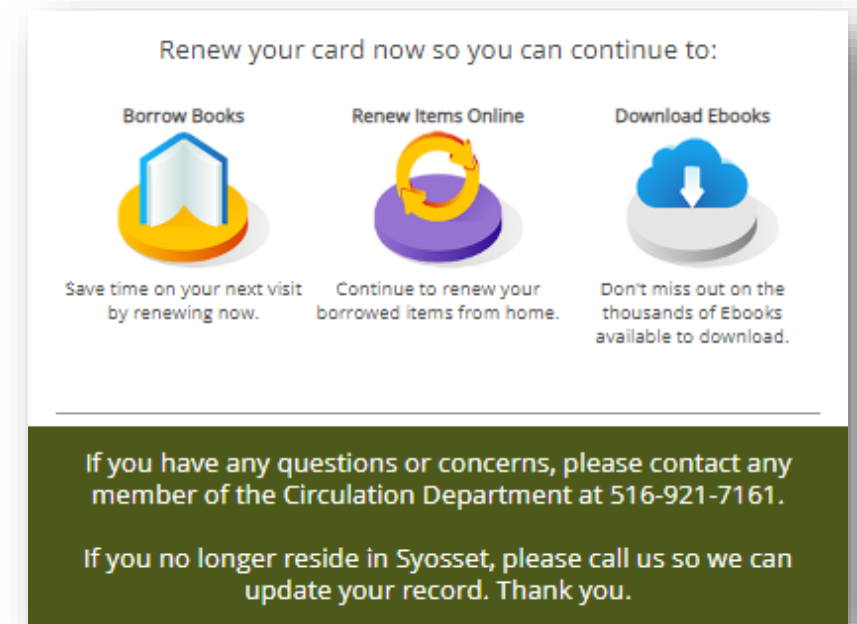
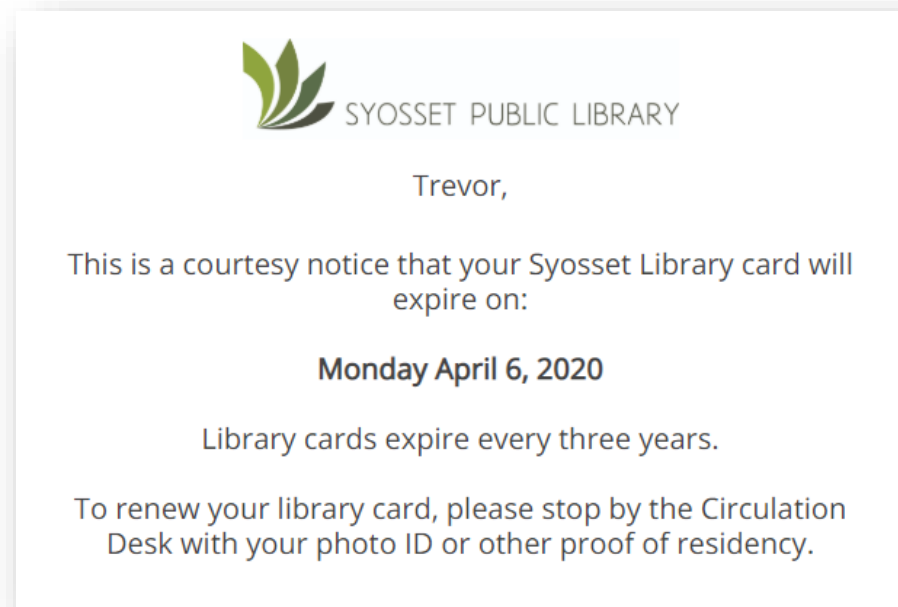
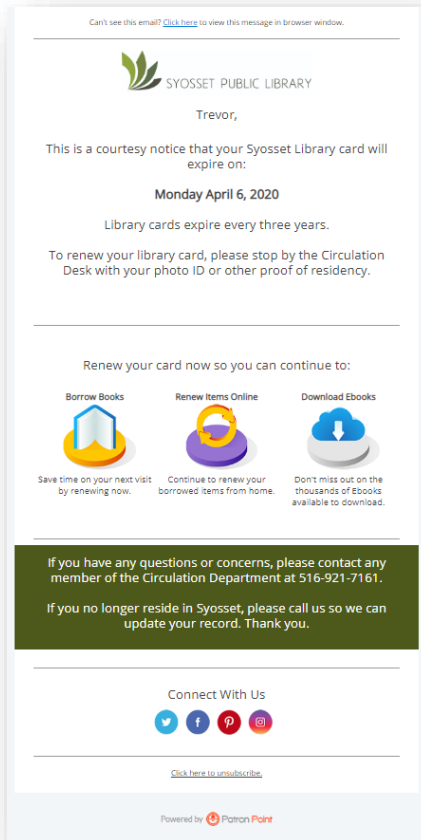
#IUG2020



Library Card Expiration Alerts

Don't Let Your Library Card Expire!

<https://splny.patronpoint.com/email/preview/20>




#IUG2020




Welcome Campaign

Welcome to Syosset Public Library!
<https://splny.patronpoint.com/email/preview/30>




SYOSSET PUBLIC LIBRARY

WELCOME TO SYOSSET PUBLIC LIBRARY




Your new library card is the gateway to exciting materials, programs, and services for you and your family. The library continues to be a destination location for its residents with its spacious, modern, and comfortable surroundings. We hope you will enjoy what the library can offer you.



PLAY & LEARN CENTER

Explore the newly created Play & Learn Center, stocked with many new toys that are both fun and educational. This play space is fun and dynamic for the youngest library users, as well as their parents and other caretakers.


CHILDREN'S WEBSITE



MAKE & LEARN KITS

Borrow a Make & Learn Kit to get your creativity flowing. Inspired by STEAM (Science, Technology, Engineering, Art, and Mathematics), Coding and the Maker Movement, each Make & Learn Kit includes a hands-on experience to encourage curiosity, learning, invention, and experimentation. The current collection includes Code-a-Pillar, Mental Box, Snap Circuits Jr., and more! For more information contact the Children's Department at (516) 921-7161 x 211, or visit [SyossetLibrary.org/kids](https://syossetlibrary.org/kids).


LEARN MORE



PROGRAMS FOR BABIES & TODDLERS

Learn, play, and have fun with your little one at the library! Your new library card gives you the opportunity to attend the many children's programs the library offers. Baby & Me classes, Storytime for Tots, Toddler Playtime, or Preschool Storytime, where children will be read to followed by lots of singing and dancing are just some of the fun library experiences for children.

REGISTER FOR KIDS' PROGRAMS



PROGRAMS FOR ELEMENTARY SCHOOL CHILDREN


Enjoy some of the fun and enriching after school activities for children in grades K-5. Sign up for cool programs on coding, virtual reality, snacks & storytimes, and more. Come with a friend or meet new people. Ask a librarian at the Children's Desk, call (516) 921-7161 x 211, or visit [SyossetLibrary.org/kids](https://syossetlibrary.org/kids) for more information on children's programs.

REGISTER FOR KIDS' PROGRAMS

CAREGIVERS & BABYSITTERS

Caregivers or babysitters who do not live in Syosset, but are caring for children who do, are eligible for a caregiver library card. Caregivers will be able to register for programs, take out books, and use the many other services that the library offers.

For more information, call the Children's Department at (516) 921-7161 x 211.



1,000 BOOKS BEFORE KINDERGARTEN

The 1,000 Books Before Kindergarten reading program encourages parents and caregivers to read to children ages five and under. The goal of reading 1,000 Books Before Kindergarten is to provide your child the learning skills needed to enter Kindergarten. Browse the Children's section or ask for recommendations and booklists from one of the Children's librarians.

CHILDREN'S ROOM

MANAGE YOUR ACCOUNT ONLINE

You can manage your account by going to [SyossetLibrary.org](https://syossetlibrary.org) and clicking [My Account](#). You will be asked to enter your library card number (found on the back of your library card) and PIN. If you haven't set up a PIN, by default it is the last 4 digits of your telephone number. Once you've logged in to your account, you can change your login to a username and password. [Here's how](#).


Once you've logged in to your account, activate your Reading History to keep track of what you've checked out in the past (visible only to you). You can also use My Lists to save items in the library catalog to wish lists, idea lists, or any other type of list you can imagine.

For help with research, sign up for classes or events, or more information, call us at (516) 921-7161, email us at spadmin@syossetlibrary.org, or visit us online at [SyossetLibrary.org](https://syossetlibrary.org).


Library Hours:

- Monday - Thursday: 9 AM - 9 PM
- Friday: 10 AM - 6 PM
- Saturday: 9 AM - 5 PM
- Sunday: 12 PM - 5 PM (Closed Sundays July through Labor Day)
- [Holiday Hours](#)

[www.SyossetLibrary.org](https://www.syossetlibrary.org)



[Click here to unsubscribe](#). If you unsubscribe, you will no longer receive Library news emails but will continue to receive notifications about your account including holds, reminders, and overdue notices.

Powered by  Patron Point



#IUG2020



Planned Campaigns

- Newsletters
- Announcements
- Patron Information Verification
- Cross-Promoting Services
 - OverDrive users get promotions for RB Digital, Hoopla & Kanopy
 - Patrons who check out a book from our health section get a promotion for our Health Reference Librarian services
- TixKeeper Integration for Museum Passes and Library of Things alerts & promotions
- Form where patrons can choose types of emails received
 - E.g.: ability to opt-out of promotional emails, but still get Circulation Notices

Email Marketing & Sierra/Polaris Integration

Industry Benchmarks: How to Libraries Do?

Commercial Email Metrics

Average open rate:

17.92%

Average click-through rate:


2.69%

Average unsubscribe rate:

0.17%

Average bounce rate:

1.06%



INDUSTRY AVERAGES	OPEN RATE	CLICK-THROUGH RATE	CLICK-TO-OPEN RATE	UNSUB RATE	BOUNCE RATE
Advertising and Marketing Agencies	19.30%	2.60%	13.30%	0.20%	1.10%
Agriculture, Forestry, Fishing & Hunting	20.50%	1.50%	17.10%	0.20%	0.50%
Automotive and Aerospace	12.60%	1.20%	9.80%	0.20%	0.80%
Construction, Contracting, and Manufacturing	22.40%	3.20%	14.00%	0.30%	2.20%
Consumer Packaged Goods	14.50%	1.60%	10.90%	0.10%	0.40%
Education	23.40%	3.00%	12.70%	0.20%	1.10%
Engineering, Architecture and Design	20.40%	3.00%	14.80%	0.20%	1.10%
Financial Services	20.20%	2.50%	12.40%	0.20%	1.20%
Food and Beverage	13.00%	1.20%	8.90%	0.10%	0.30%
Government	30.50%	4.10%	13.40%	0.20%	1.30%
Healthcare Services	19.70%	2.70%	13.70%	0.20%	1.00%
IT / Tech / Software Services	17.60%	2.50%	14.30%	0.20%	0.90%
Logistics and Wholesale	18.90%	2.20%	11.70%	0.30%	1.20%
Media, Entertainment, and Publishing	18.10%	3.10%	16.90%	0.10%	0.40%
Nonprofit	25.20%	2.60%	10.30%	0.20%	1.00%
Other	19.10%	2.40%	12.40%	0.20%	1.10%
Professional Services	18.00%	1.80%	9.90%	0.20%	0.80%
Real Estate, Design and Construction Activities	19.90%	3.60%	17.70%	0.20%	1.40%
Retail	13.90%	2.10%	15.20%	0.10%	0.40%
Travel, Hospitality, and Leisure	15.70%	1.60%	10.20%	0.10%	0.50%
Unknown	17.50%	2.70%	15.00%	0.20%	1.10%
Average	17.80%	2.60%	14.30%	0.10%	0.70%

2020 Global Email Benchmarks data

Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks/#one>



#IUG2020



Industry Benchmarks: Library Email Performance

Type	Sample Size	Average Open Rate	Average Clickthru Rate	Average Unsubscribe Rate	Average Bounce Rate
Newsletter	850,665	15.67%	1.98%	0.29%	0.48%
Notifications	232,869	19.58%	0.16%	0.03%	0.12%
Renew	40,993	34.76%	9.08%	0.25%	1.34%
Announcements	392,217	36.95%	8.77%	0.87%	1.65%
Welcome	83,175	42.87%	9.13%	0.44%	1.69%
Wellness	45,883	45.10%	20.27%	0.53%	1.17%
Total	1,645,802	36.54%	7.89%	0.38%	1.38%
Commercial		17.92%	2.69%	0.17%	1.06%

Industry Benchmarks: How to Libraries Do?

Key Takeaway

Patrons value library communications

Other Ways to be Noticed

Using the same platform for notices and traditional marketing: Newsletters



MARCH 2020

Join the Challenge
Develop healthy habits for both body and mind this spring by participating in our Healthy Habits Challenge. Pick up a map and track your progress for each day that you read and move for at least 30 minutes.



*This program made possible by the
National Basketball Athletic
Trainers Association Foundation*

[Learn more](#)

Adult & Family Programs




Adult Craft Week: Abstract Art



Adult Ukulele
Tues | Mar 10 | 6pm

Can't see this email? [Click here](#) to view this message in browser window.

More great news for you!



Capital Area District Libraries
Everything...right here.



MARCH IS READING MONTH


Find out where you can meet storybook characters at CADL and other libraries.



[Learn More](#)


Free Ticket Giveaway

Enter to win tickets to Mid-Michigan's leading [Home & Garden Show](#) at MSU Pavilion.

[Learn More](#)








Here are some of the fun things happening at your Fairfield City Open Libraries in March!

PAWS FOR STORYTIME WITH RSPCA NSW

Come to the library for a special dog themed Storytime. We'll learn all about how to be safe around dogs, how to meet new dogs, and why dogs think and act the way they do.

Whitlam Library Cabramatta
Wednesday 11 March, 10.30-11.30am

[Read More](#)





#IUG2020



Other Ways to be Noticed

Using the same platform for notices and traditional marketing: Everything Else



The Downtown Lansing Branch is Closed

Due to a [heating failure](#) across the downtown Lansing area, the Downtown Lansing Branch will be closing at 1 p.m. today. We expect to open at our regular time tomorrow, February 13.



Upcoming Events for Families

Explore new opportunities, Discover new passions, and Connect with a new community.



Irish Trio

Saturday, March 7, 2020, 2:30 PM - 3:30 PM

[More Info](#)

Shred Free Day @ Your Library

Friday, April 3, 2020, 9:00 AM - 11:00 AM

[More Info](#)

Poughkeepsie Book Festival

Saturday, April 4, 2020, 10:00 AM - 4:00 PM

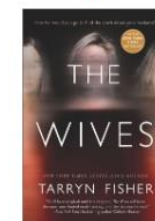
[More Info](#)



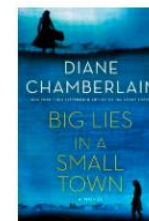
Hi Lydia,

Here is this month's short list of new titles based on the preferences you've shared with us. Click through to reserve one or to find more, and stay up to date on the things you love most at the library. If you want to change what you get each month, there is a reset link after the last titles.

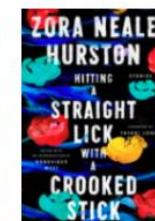
FICTION



[The Wives](#)
Fisher, Tarryn



[Big Lies In A Small Town](#)
Chamberlain, Diane



[Hitting A Straight Lick With A Crooked Stick: Stories From ...](#)
Hurston, Zora Neale

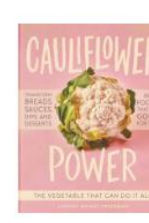


[See more](#)

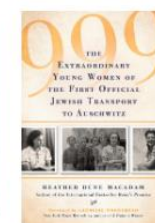
NONFICTION



[Quit Like A Woman: The Radical Choice To Not Drink ...](#)
Whitaker, Holly



[Cauliflower Power: 75 Feel-Good, Gluten-Free Recipes](#)
Freedman, Lindsay Grimes



[999: The Extraordinary Young Women of the First Official Transport to Auschwitz](#)
Auschwitz



[See more](#)



#IUG2020

Other Ways to be Noticed

Notices from other libraries



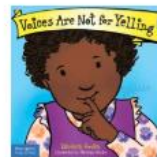
Good News!

This is ready for pickup at the library:

Author: Elizabeth Verdick

Title: Voices are not for yelling

Location: Main Library



April 23, 2020
from 5:30 to 8:30 p.m.

To benefit the Library.

Reserve online
or call 203 351-8205.



Phaedra's library materials are due in 3 days

Thank you for being a dedicated patron of BPL! Many parents and kids love to spend time reading together. Please return your library items so that other families can use them, too!

Phaedra has the following item(s) due in 3 days. If you need more time, you can renew by visiting any branch in person, calling **(718) 968-7275**, texting RENEW ALL to (718) 260-6701, or logging onto your **BPL account**.

For more information, visit us at bklynlibrary.org/login.

Author: Alex Hirsch

Title: Gravity Falls: Lost Legends

Checkout Date: Saturday, February 15

Due Date: Saturday, March 7



Author: Herman Parish

Title: Amelia Bedelia storybook favorites

Checkout Date: Saturday, February 15

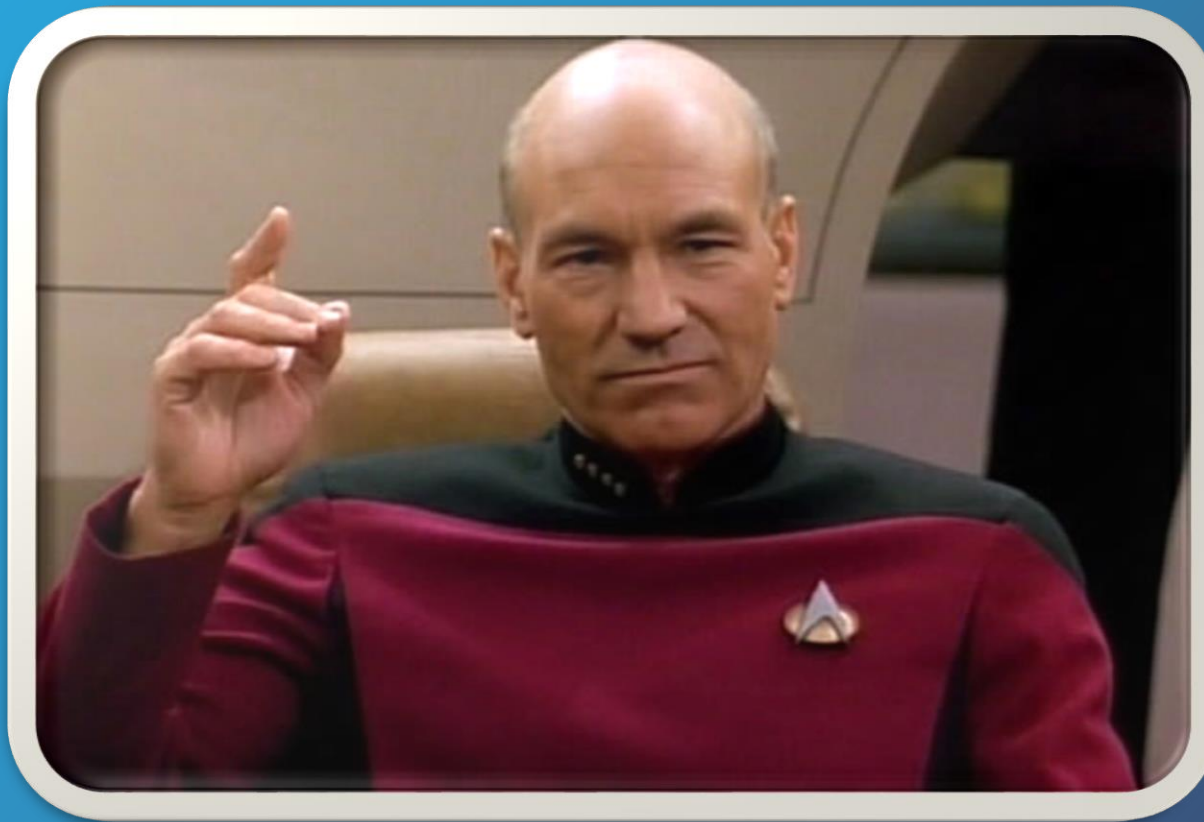
Due Date: Saturday, March 7



Total outstanding fines and bills: \$21.00

CONTACT US
Brooklyn Public Library
10 Grand Army Plaza
Brooklyn, NY 11238
bklynlibrary.org

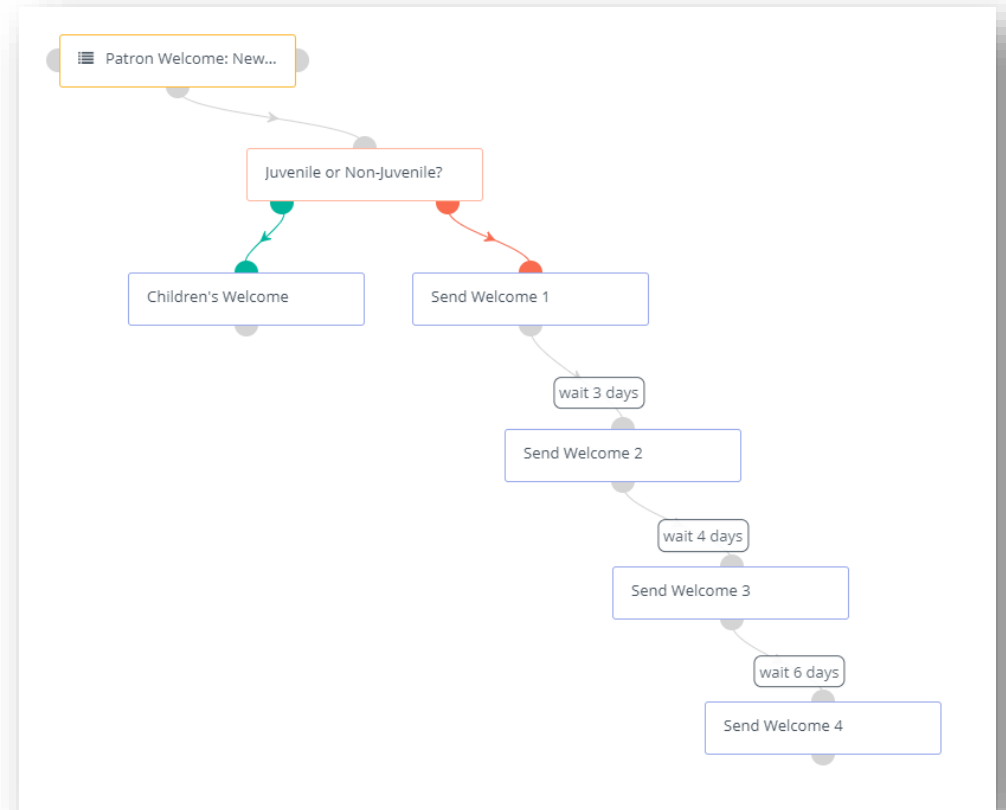




Make It So

Patron Point Setup

1. Allow Patron Point access through building firewalls and Sierra's Limit Network Access table.
2. Get our patron, bibliographic, and item data to Patron Point.
3. Decide which campaign to set up first.
4. Create email(s) using a Patron Point provided template.
5. Set up the campaign parameters in the Patron Point web portal.



Creating the Welcome Campaign

- At first, we were met with a lot of skepticism about whether or not Patron Point would really make a difference, so we started with something new to prove it could add value.
- We wanted to make sure the first few campaigns required minimal staff effort to maintain.
- Because it was new, and we wanted to market every part of the library, this campaign took the longest to set up.
 - It forced each department to really articulate what services they offered and which needed the most help getting the word out.
 - Staff then had to write up a short blurb that would fit in a newsletter, without taking up too much real estate on the page.
 - Since each blurb included a link to our website for more information, it brought to our attention any important programs or services that we accidentally left off our website.

Taking Over Circulation Notices

- Patron Point provided notice templates formatted specifically for libraries.
 - We just added our own personal touch.
- Fill out Patron Point worksheet to determine loan rules and when to send each notice.
 - Great excuse to go through our existing loan rules and standardize the timing.
- Run test notices for a few days on Patron Point while still sending notices from Sierra, to make sure the Patron Point software is generating the correct notices that are supposed to go out.
- When Patron Point is ready to go live, disable Auto Notices.
 - Any notices that are sent manually can still be generated, they just won't be sent.
 - *Optional:* change loan rules to not generate notices at all.

Using Sierra & Polaris Data: Set Up

Step 1: Library completes worksheet & Emails

- ✓ Loan periods for each notice type
- ✓ Book jacket provider
- ✓ Patron Types to include
- ✓ Which notices
 - ✓ Courtesy/Due Soon
 - ✓ Overdues
 - ✓ Hold Pickups
 - ✓ Bills
 - ✓ Statement of Charges
- ✓ Library customizes emails

Step 2: Patron Point completes interface

- ✓ Daily query to Sierra/Polaris API
 - ✓ Library has already provided API key
- ✓ Schedule each notice
- ✓ Send notices

Patron Point Polaris Notices Profiling Worksheet

1. Tell us which notices you want to implement and the order:

Yes No Maybe Later	Notice	Priority Order (1 - 5)
	Courtesy	
	Overdue	
	Hold Pickup	
	Bill	
	Fines	

2. Which patron types receive notices?
a. If all patrons, then please provide the latest file if your patron types. If no, please list the specific patron types to include:

All Patron Types? (Please provide your current list of all patron types as a file in your Shared folder. Please provide the number and label.)	Just Specific Patron Types? (Please list the specific patron type numbers to include.)
Yes/No	

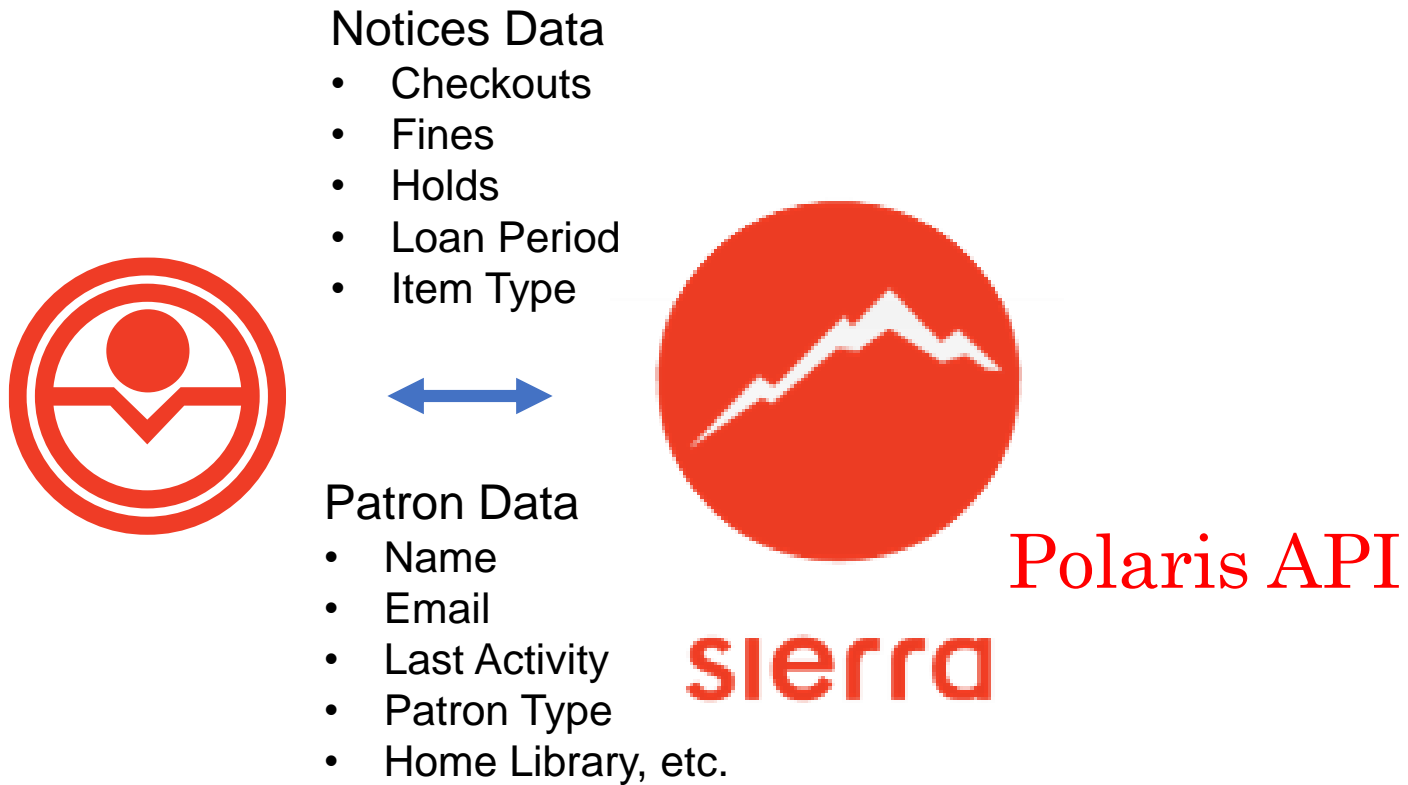
3. Your book jacket service provider:

Provider Name (Choose One)	Username	Password
Content Cafe Syndetics Chili Fresh		



#IUG2020

Using Sierra & Polaris Data: Set Up



THANK YOU!

Questions?

Megan Kass
mkass@syossetlibrary.org

Ted Fons
ted@patronpoint.com