



April 23, 2009

Sacramento Public Library Authority

Agenda Item 4.3: Online Catalog Enhancements

TO: Sacramento Public Library Authority Board Members
FROM: Gerry Calderón, Information Technology Manager
RE: Enhancements to Millennium Customer Database Software

RECOMMENDED ACTIONS

1. **Acknowledge** the improvements made to the Online Customer Catalog.

REASONS FOR RECOMMENDATION:

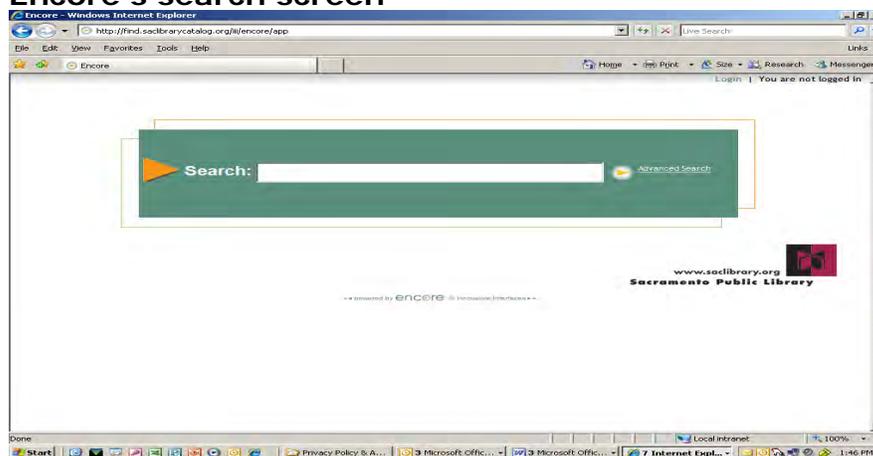
On March 1, 2009, staff completed improvements to the Millennium customer database by giving customers options to search for materials using a new and simplified search screen, similar to Google, as well as offering library card holders a set of tools to further customize their account information.

New Online Catalog Search Interface

Traditional tools available to customers offered many options to search for and find library materials. Such search options included categories such as Title, Author, Subject, Keyword, Call Number, ISBN, advanced searching using Boolean terms. While these options were very useful to Library personnel, customers often found it difficult to use.

Encore is a new tool available to search the online catalog. The software features an intuitive and dynamic Google-like search interface to the Millennium database. Encore is intuitive, dynamic, and includes social-network concepts such as community tagging.

Encore's search screen





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While Encore's search interface is simple, it provides effective Amazon-like results. Encore displays results sorted by relevance and it offers customers options to refine their search by subject, title or format (book, DVD, language, published date). Tag clouds highlight key words to help customers narrow in or broaden their search criteria.

Encore also searches holdings from LINK+ partner libraries, and integrates third party products, such as book cover art, table of contents and reviews from industry journals in a seamless manner. Search results provide detailed information indicating availability of material and lists locations of similar book titles held at other branch locations or LINK+ libraries. Encore was introduced to the public March 1, 2009.

Encore's search result screen

The screenshot shows the Encore search interface in Internet Explorer. The search term "bicycle racing" is entered in the search box. The results are sorted by relevance, showing three items:

- The evolution of American bicycle racing / Lou Dzierzak** (c2007) - ON SHELF - Central Library - 796.62 D999 2007
- Hearts of lions : the history of American bicycle racing / Peter Nye ; with a foreword by Eric Heiden** (c1988) - ON SHELF - Central Library - 796.620973 N994 1988
- The complete book of road cycling and racing /** (c2009)

The interface includes a "Refine by" sidebar with filters for Subject (51), Title (3), Format (BOOK: 58, DVD: 2, VHS: 1), Language (English: 58, Undetermined: 2, Spanish: 1), and Publish Date (2009: 3, 2008: 4, 2007: 3, 2006: 2, 2005: 2). There are also sections for "Images", "Other Sources" (LINK+), and "Refine by Tag" with a tag cloud including terms like "bicycle motocross", "bicycle racing", "bicycle touring", "cyclists", "cycling", "feature films", "grandfathers", "lance armstrong", "mystery fiction", "stunt cycling", "sweden", "tour de france".



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Additional enhancements to the online catalog include:

- Search results now display cover art and provides the customer with an option to read reviews about the selected title. Reviews are included from a number of professional journals.
- The Spell Check offers alternate search options or terms for customers to refine their search for materials.
- Community Reviews give customers an option to write reviews for any book title in the collection. Customers are required to sign in to write reviews. Reviews are moderated by library staff.

Enhanced Customer Options

New features offer library card holders additional options to pay online for outstanding fines and fees, and give customers an option to enhance their Millennium accounts by including these features:

- My List - allows customers to create multiple lists of titles they want to read or watch. For example, one can have a list of DVDs they want to watch, another of cookbooks, another for a paper they're writing, etc.
- RSS Feeds - alerts subscribed customers when an item is ready for pickup, due soon, due today, or overdue, and when a new fine is accrued.
- My Reading History - is a record of the titles checked out from the library.
- My Reviews - allows library card holders to manage any reviews you have posted.
- User Name – allows library card holders to log in their Millennium account (My Account) with a user name in place of your barcode.

Staff from the IT department will continue to work with customers, public service staff and the vendor to identify and add new features that improve a customer's ability to search for and find materials.