

MINUTES OF THE AAC MEETING
VIRTUAL MEETING (GO TO MEETING)
Wednesday, June 14, 2023

PRESENT: Jill Dugas Hughes (EGRN)
Joe Thornton (UHLS)
Kathy Stempel (BERN)
Ryan Moore (COLN)
Mary Klimach (NGRN)
Tim Wiles (GUIL)
Philip Berardi (BETH)

EXCUSED: Jane Chirgwin (RENS)
Michele Reilly (VOOR)

Committee Chair J. Dugas Hughes called meeting to order at 9:02 am.

MINUTES

Minutes of the 10 May 2023 AAC meeting were approved unanimously on a MOTION by R. Moore with a SECOND by J. Thornton.

PATRON POINT

J. Dugas Hughes encouraged everyone to look at Patron Point as a new service. She questioned whether it was appropriate or affordable. P. Berardi noted that the GIS appeared to be the unique service not currently used by UHLS. J. Dugas Hughes referred to the Nudge Report and enhanced patron experience and tools such as personalized patron pattern reports as part of the Patron Point package.

J. Thornton noted that depending on how libraries want to communicate with patrons, some of the tools already exist. The example given was email reminders to complete the online registration. The limitation would be that these tools would need to be generic to the system or not specific to individual libraries. J. Thornton was unclear of the added value of GIS. There is a concern that adding GIS to registrations would be a complicated and heavy lift in terms of workload.

J. Dugas Hughes questioned the direction of the committee. Should patron registration be evaluated in two approaches. Simplification and enchantment. She suggested that the committee look at simplification first and gave the example of Online registrations receiving an immediate permanent barcode.

P. Berardi asked if an email follow-up could be sent to patrons with their digital barcode and supplemental library information. J. Thornton said that this could be done and could write a script to search for new registrations each hour. The email would not be immediate.

The committee agreed to review the available tools for simplification and enhancement of patron registration. New services would be reviewed at a later date.

DIGITAL REGISTRATION AND CARDS

J. Dugas Hughes asked if the committee could create a way to make the digital registration cards permanent like a regular library card. J. Thornton noted that Rob Carle at UHLS checks digital card registrations daily. If there was confidence that non-residential applicants could be eliminated, the current temporary digital cards could last forever. He mentioned that follow-up emails with completion information could be emailed as well as information about the libraries in the system. This would have to be approved by DA.

K. Stemple would like digital registrants to visit the library get a permanent card. M. Klimach agreed and questioned: Shouldn't people be asked to come into the library? R. Moore referenced the 2023 UHLS Library Expedition and noted that the success of the program validates the value of asking people to visit the library. He asked whether the committee was strictly reviewing digital cards and if that meant that there would be two services offered for patron registration and what the what the commitment for the member libraries would be.

J. Thornton referenced the survey AAC sent to patrons on library use. He mentioned that part of the surveys purpose was to determine how many people used strictly digital services. The results were small for digital (only 14%). He continued that If libraries want to make digital registrants come into the library, then that's what libraries have now.

J. Dugas Hughes noted that there are a significant number of residents that choose not to use the library because of the current process libraries have in place to register library cards digitally. She compared the ease of simply purchasing the item as a simpler approach to what libraries are current asking new registrants to do. The question of how to get these non-users into the library was presented with the idea of enhancing communication between the libraries and the new digital registrants over time to build relationships.

J. Thornton asked the committee if this is this outreach. J. Dugas Hughes stated that she believes it is both. She referenced the Nudge Report on library card application which identified patrons attempting to apply for a library card but fail to complete the process. Walking into a library branch and providing ID was specifically called out as being problematic in the report.

T. Wiles stated that 14% is a significant number of people. K. Stemple asked how long digital library cards are activated for. The response was 3 months. K. Stemple stated that this was not a long enough time to build a relationship with registrants.

J. Thornton asked the committee if the process of online registration was currently satisfactory. R. Moore stated that he signed up for a library card using a desktop and mobile device. He mentioned that mobile sign up was more difficult and specifically identified the inability to copy and past the temporary library barcode using a mobile device.

P. Berardi asked the committee if there were unnecessary fields in the digital registration form. T. Wiles asked the committee if the phone number on the form could be optional. He followed-up with asking whether the entire birthdate was necessary or just the birth year. J. Thornton stated that on his end the

address information is the most critical. Address is used to identify and eliminate accounts created outside of the UHLS service area. J. Dugas Hughes questioned whether PIN numbers could be generically assigned as part of the registration process. J. Thornton does not believe this is possible.

J. Dugas Hughes asked the committee about action items needed for the next meeting. J. Thornton stated a review of the follow-up emails and courtesy notice to complete the registration process should be discussed. He also stated that a recommendation to DA on expanding the 3-month digital card to 3 years could be made. R. Moore asked what would happen to these cards after 3 years. J. Thornton believes these cards would require the same renewal action as all other cards where the registrant would have to contact the library. J. Dugas Hughes agreed and tasked the committee with being prepared to discuss and solidify a proposal for DA on extending the current 3-month expiration of digital registrations at the July Meeting.

J. Dugas Hughes asked for a committee member to review the current registration process for language and experience and to report back to the committee next month. P. Berardi agreed to review the current process using a desktop and mobile device.

T. Wiles requested to attend the July meeting. This was approved indefinitely.

AJOURNMENT

J. Dugas Hughes adjourned the meeting at 10:08am.