

BC Library Trustees' Assoc.

From: BC Library Trustees' Assoc. [admin@bclta.org]
Sent: Friday, August 25, 2006 4:58 PM
To: BCLTA-Liaisons (bclta-liaisons@interchange.ubc.ca); BCLTA - Library Board Chairs (lib-bd-chairs@interchange.ubc.ca)
Subject: BCLTA - Forwarding BC OneCard Committee Communiqué Aug 2006

To: Library Board Chairs and BCLTA Liaisons
Please pass along to your boards.

The email note below is the latest update from the OneCard Committee which was sent to Library Directors earlier this week.

Regards,
Maureen Black
Executive Director - BC Library Trustees' Association

----- Original Message -----

From: [Ryland, David EDUC:EX](#)

To: director@moon.bcpl.gov.bc.ca ; onecard@moon.bcpl.gov.bc.ca ;

Sent: Monday, August 21, 2006 9:40 AM

Subject: BC OneCard Committee Communiqué Aug 2006

Please note that this message is being sent on behalf of **Maureen Woods, Director, Public Library Services Branch**. Replies to this message should be **forwarded** to the contact individual noted at the end of the message. Thank you.

B.C. OneCard Committee

Communiqué – August 21, 2006

The Committee met on August 14 to:

- Finalize the short policy document – we have included the policy information in the procedures document but wanted you to have a short statement as well – may be useful for Boards.
- Finalize the procedures document.
- Discuss the new privacy guidelines and whether we needed to include any specifics in the procedures.
- Discuss the customer information documents.
- Decide on whether to provide library cards with a unique barcode prefix.
- Discuss the budget for supplies and marketing.
- Decide on a communications/marketing plan.
- Decide on an official “start date” – we agreed on October 1 to tie in with Canadian

Library Month.

- Decide on the Committee's continuing involvement to monitor the service.

The policy and procedures documents will be out very shortly. They will be in Word format, so you can tailor them as needed to fit your own procedures manuals. We are not including anything specific from the new privacy guidelines but they will apply to this service as they do to all public library services. You may want to review section 3 (l) (v) in the Circulation section as it relates to communications with other libraries related to unreturned materials – this issue came up several times during the teleconference calls in March.

Some libraries have already taken the necessary policy changes to their Boards for discussion and approval. Others are planning to do so in September. The Committee suggests that you provide staff members with the procedures as soon as possible so that any questions that arise can be referred to the Committee in advance of the start date.

The customer information/marketing documents will consist of:

- Basic information in a Q&A format in Word that you can use on your web site or in your own brochures and marketing – coming in early September.
- Bookmarks with the basic information about how BC OneCard works that you can hand out during October (and beyond) – coming later in September.
- Template for a simple brochure that you can use or adapt, including space for libraries to add their own information – coming in early September.
- Template for a press release that you can adapt to your library and use with local media – coming out shortly.
- Buttons for library staff (Ask me about BC OneCard) – coming later in September.
- Window decal(s) (BC OneCard Welcome Here) – coming later in September.

The Committee discussed the question of having a card or at least a unique barcode prefix and supplying barcodes/plastic sleeves to libraries. While it is everyone's hope that the "InterLINK model" of customers being able to use their home library cards everywhere is the goal, we are not all ready to undertake this solution. After considerable discussion, the Committee agreed that there were definite advantages both for customers and libraries to having a physical card that people would be given when they asked about registering for BC OneCard service:

- there is an expectation that there will be a card of some sort.
- most libraries should be able to program their systems to recognize one additional barcode prefix – some already have the ability to recognize any 14 digit code while others won't be ready until they have new automated systems (they can give customers their own cards in the interim).
- a unique barcode prefix and card will make it easier for libraries to define these customers to automated systems and to implement any limits or controls that they may choose.
- having a physical card to hand someone makes marketing easier and provides a

better “photo op”.

- cards were much cheaper than buying plastic sleeves and barcodes. We will be providing the initial supply, which should last for quite some time (we are ordering 50,000) – future orders will be coordinated through the PLSB in the same fashion that they coordinate orders for security tags.

We are in the process of working with a graphic designer who will design the card, the staff button, the window decal and the bookmark. We will be ordering a large quantity of library cards and bookmarks that will be distributed to libraries in late September and early October. If cards are not in your hands by October 1 and someone asks about BC OneCard membership at your library and shows their home library card, please give them one of your own cards.

As part of the budget discussion, the Committee agreed on a colour and format for a “stickie” that will help staff to flag and identify BC OneCard returns. We are having a large quantity printed and these will be distributed in September. We will evaluate whether these are the best method after the service has been running for a few months. If so, libraries will be able to order through the PLSB as they do for BC OneCards.

The Committee has agreed to continue until at least the end of the year, with a conference call scheduled for each of the next three months. Thanks to everyone who has served as part of this group. The team came together quickly and accomplished a great deal in a short time.

Please continue to ask questions and seek clarification as needed, by emailing Beth Barlow at beth.barlow@surrey.ca or calling 604.572.8269 ext. 304.