MnLINK Gateway Operations Committee Meeting
- AGENDA -
Thursday, May 5, 2016
9:30 a.m. – 12:00 p.m.
Hennepin County Library – Brookdale Meeting Room

1. Welcome & Introductions - Peg Werner

2. Review/Approve Meeting Agenda – Peg Werner

3. Review/Approve Meeting Minutes from Thursday, February 4, 2016 – Peg Werner

4. OCLC WorldCat Discovery Update – Cynthia DuChane, Nick Banitt, Becky Ringwelski
   - Project overview
   - Batchloading/Reclamation
   - Configuration of OCLC WorldCat Discovery
   - Timeline

5. MnLINK Gateway Marketing Committee – Becky and committee members
   - Report from committee
   - Question – MnLINK or MnLINK Gateway?


7. Ebooks MN and SimplyE updates – Valerie Horton

8. Chair and Vice-Chair Elections – Becky Ringwelski

9. Upcoming Meetings of Committee – Peg Werner
   - Change November 3 date to Nov. 9?

10. Round Robin Updates – As Time Allows - All

11. Other?

Meeting Dates in FY17: August 4, November 3, February 2 and May 4
MnLINK Marketing Committee Update Report
May 3, 2016

Last fall the MnLINK Marketing Committee was created to focus on materials needed as we transition to the new discovery interface. The members are listed below.

MnLINK Marketing Committee Members
- Nick Banitt – Minitex
- Carrie Braaten – Anoka County Library
- Marjorie DeJong – Pioneerland Library System
- Sarah Hawkins – East Central Regional Library
- Zachariah Miller – Minitex
- Becky Ringwelski – Minitex
- Reagen Thalacker – SELCO

The initial focus of the group’s work was to review and comment on samples of designs for a new MnLINK logo. The existing logo was well over ten years old. The committee solicited feedback on the logo finalists from the MnLINK Gateway Operations Committee and the wider library community. The MnLINK Marketing Committee distributed a survey that received over 200 responses. The respondents were offered three different logo designs from which to choose. Each design was presented in green and blue. The blue color was overwhelmingly preferred over the green. All logos have MnLINK in all caps as opposed to our current mix of upper/lower case.

Following the decision on the logo, the MnLINK Marketing Committee began working on the materials that will be needed when we move to the new discovery platform. The committee released another survey to solicit feedback on marketing materials that will be useful to MnLINK libraries as we move to the new interface. The committee received over fifty responses to the survey on marketing materials and formats that libraries find useful in reaching patrons. It is clear that a variety of marketing approaches will be necessary.

The feedback from this survey will be used to develop promotional materials in several formats for the new MnLINK Gateway. We learned that bookmarks, brochures, and ¼ sheets (often found at the checkout counter) are popular with users. There is also interest in digital formats such as short videos and Facebook banners. Comments we received included the need for library staff training in the form of videos and webinars. As the go-live date approaches for the new MnLINK Gateway discovery interface, we will keep that in the forefront of our planning.

The committee is currently working on creating pre-implementation marketing materials. The group is also determining what comprises the essential information that will be included in a “quickstart” guide. We expect to distribute a range of materials in a variety of formats for the rollout. We have also discussed the help and feedback links that will be included within the platform and on the initial search page. It is expected that the marketing materials will include brief tutorials and we want them to be easily found within the interface.

Issues that are outside the purview of the group will be brought to the attention of the MnLINK Gateway Operations Committee. One such topic came up recently and that is the use of the term “MnLINK Gateway” to describe the system versus simply using “MnLINK.” This would
impact marketing and branding. This will be a discussion at an upcoming Operations Committee meeting.
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Source: VDX System Statistical Report (Borrower / Requester data from Unique Referrals Created)

Questions: Obinnaya Oji / mlnx.o-oji@umn.edu (612) 624-4385
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Source: VDX System Statistical Report (Borrower / Requester data from Unique Referrals Created)
MnLINK Gateway Operations Committee Meeting
MINUTES
Thursday, February 4, 2016
10:00 am - 11:30 am

Members in Attendance: Peg Werner (Chair), Mary Kay Baden, Audrey Betcher, Marjorie DeJong, Stephen Elfstrand, Connie Hendrick, Nicole Herold (alt.), Ann Hutton, Brian Karschnia (alt.), Stephanie Langer (alt.), Beth Lunn (alt.), Liz Lynch, Barbara Misselt, Karen Pundsack, Gail Mueller-Schultz, Dixie Ohlander (alt.), Carla Powers, Jami Trenam (alt.), Jim Weikum, Chuck Wettergren

Others in Attendance at the meeting: Ken Behringer (MELSA), Sonja Eilertson (MnPALS), Chris Magnusson (Arrowhead).

Minitex Staff in Attendance: Valerie Horton, Becky Ringwelski, Kathy Drozd, Zach Miller, Carol Nelson, Nick Banitt, Raquel Franklin, Kyle Triska

1. Welcome & Introductions
Werner welcomed members to this webinar meeting.

2. Review/Approve Meeting Agenda
The agenda was approved as distributed.

3. Review/Approve Meeting Minutes from Thursday, November 5, 2015
Trenam moved the approval of the meeting minutes as distributed. The motion was approved unanimously.

4. Transition to OCLC Worldcat Discovery
   - Meeting with OCLC staff at ALA- Ringwelski was able to meet with OCLC staff at the January meeting that took place in Boston. An important outcome is the realization by OCLC staff of the complexity and multiple facets of the MnLINK project. As a result of the discussions an overall project manager was assigned to work with MnLINK staff and coordinate efforts on the OCLC end. A detailed project plan was developed to manage the scope, time and resources needed for a successful implementation. There has been improved communication especially in the area of batchloading.
   - Batchloading/Reclamation- There are four non-OCLC libraries that need their library holdings loaded in the system before we can go live. There is also an opportunity for all
full cataloging and CatExpress libraries to do a reclamation in order to update their holdings.

- **Configuration of OCLC Worldcat Discovery** - Banitt discussed the advantages of having a webpage with an embedded search box to use as a homepage/landing page for the interface.
- **Minitex ILL Conference** - The conference will take place on May 10, 2016 and will be held on the Saint Paul Campus of the University of Minnesota. There will be a breakout session by OCLC staff on the MnLINK Gateway and the implementation to OCLC Worldcat Discovery.
- **Timeline** - The proposed date for a functional version of the Gateway solution is by April 2016. This will allow extended testing by MnLINK staff and sufficient adoption time for libraries. The go live time period is still set for July 2016, however this is subject to change by mutual agreement.

5. MnLINK Gateway Marketing Committee
   - **Progress of committee work** - The following people have volunteered to serve on the MnLINK Gateway Marketing Committee:
     - Nick Banitt, Minitex
     - Carrie Braaten, Anoka
     - Marjorie DeJong, Pioneerland Library System
     - Sarah Hawkins, East Central Regional Library
     - Zach Miller, Minitex
     - Becky Ringwelski, Minitex
     - Reagen Thalacker
   - Ringwelski gave an update on the committee work that has been done so far. A survey went out in January with potential MnLINK logo and color samples. The MnLINK brochure is also being rewritten.
   - **Logo survey results** - There were 209 responses to the survey. The final result is that a logo was chosen with MNLINK in uppercase and the logo color of blue.

6. MnLINK Gateway Statistics- July-Dec FY16
   - Ringwelski discussed the statistics with the Committee, noting that the number of borrowing requests shows a slight decrease from the same period last year. The number of filled requests continues to remain steady from last year.

7. Ebooks MN update
   - Horton announced the preview of Ebooks Minnesota for library staff with an option to provide feedback. The official launch date is February 29, 2016. Ebooks Minnesota will provide Minnesotans with a growing online ebook collection from Minnesota's
independent and small publishers. The Collection will include material appropriate to school, public and academic library users with a Minnesota-centric focus. The content will be discoverable through the new MnLINK Gateway.

8. Recommendation on Vice-Chair position
   • With Marlene Moulton Janssen’s retirement there is an opening for MnLINK Gateway Operations Committee Vice-Chair. Please forward any nominations to Becky Ringwelski. The Committee will review the nominations at the May meeting.

9. Next meeting of Committee- in person?
   • All members of the committee agreed to hold the next meeting in-person at the Hennepin County Brooklyn Center location on May 5.

Meeting adjourned.

Remaining FY16 meeting dates: May 5