2025 MORE Budget Hearing

June 14, 2024

Possible New Product: Text (SMS) notification service

MORE currently has two options for delivering circulation notices as text messages, specifically hold pickup and overdue notices:

1. An old, free, staff-configured method no longer supported by many carriers and devices. Staff enter the patron's phone number and carrier extension into the email address field in Sierra, and the message is delivered as a picture message (MMS). More info: https://www.ifls.lib.wi.us/knowledge-base/notices-sending-by-text-message/

   Currently, about 17,500 patron records are configured to receive circulation notices by text message using this delivery method, though it may or may not be working for them. Because of the unreliability of this delivery method, it's been left off of the most recent versions of the common MORE patron registration form.

2. Patrons can sign up for a Library Elf account and configure custom text (SMS) notices. While staff can help, patrons set this up themselves outside of Sierra or the MORE Catalog.

   As of March 2024, about 4,000 patron cards are being checked by Library Elf; some are configured to receive SMS messages, while some only receive email notices.

A paid service would allow staff to set up notices to be delivered as text (SMS) messages in Sierra in a way that's broadly allowed by carriers. A couple good options:

- MessageBee SMS from UMS. Text messaging (SMS) service configured by staff in Sierra. More info: https://uniquelibrary.com/messagebee/#SMS

  2025 Cost, SMS only: $4,995 (platform fee @ $1,495 and up to 100,000 text messages @ $3,500) + one-time implementation fee of $1,900

- Text4Library from ShoutBomb. Text messaging (SMS) service configured by staff in Sierra. Receive demo messages: http://www.shoutbomb.com/sms-notices

2025 Cost, SMS only: $3,888 + one-time license fee of $3,500

Sierra maintenance and peripheral products

2024 is the last of a 3-year maintenance agreement with our Sierra vendor, Innovative Interfaces, for Sierra maintenance and peripheral products. MORE can continue with these services on a single year basis, or can enter into another multi-year agreement for some or all services.

Annual cost increases across Innovative products:

- 1 year: 5%
- 3 years: 4%
- 4 years: 3.5%

2025 Sierra maintenance costs, depending on agreement term:

- 1 year: $167,385
- 3 years: $165,791
- 4 years: $164,993

MORE could also make adjustments to current services, also subject to the 1 year or multi-year percentage increases above:

Telephone notification service

Current – iTiva. Makes approximately 3,000 automated hold pickup and overdue notice calls per week, takes incoming renewal and account check calls. Server is currently locally hosted, but the service may switch to a cloud hosting model in the next year.

2025 Cost, depending on agreement term:

- 1 year: $12,515
- 3 years: $12,396
- 4 years: $12,336

Potential switch – Innovative Phone Alerts (IPA). Same type of service as current iTiva product, but hosted by the vendor.

2025 Cost, depending on agreement term:

- 1 year: $12,600 + one-time implementation fee of $4,600
- 3 years: $12,480 + one-time implementation fee of $4,600
- 4 years: $12,420 + one-time implementation fee of $4,600

Cover images for online catalogs, app, and Sierra

Current product – Content Cafe. Provides book and media cover art for display in MORE's public-facing catalogs and Sierra.

2025 Cost, depending on agreement term:

- 1 year: $3,810
- 3 years: $3,774
- 4 years: $3,756

Potential switch – Syndetics cover images. Same type of service as current Content Cafe, but better media (film and video game) coverage.

2025 Cost, depending on agreement term:

- 1 year: $3,885
- 3 years: $3,848
- 4 years: $3,830

Sierra hosting services

Current service – Local hosting at CVTC's data center, maintained by IFLS staff (with backup from LEAN WI partners)

2025 Cost: $3,500

Potential switch – Cloud hosting by Innovative. Eliminates the need for local staff to monitor and maintain servers. The quoted cost is a significant decrease from prior cloud hosting estimates.

2025 Cost: $5,000 + one-time migration fee of $8,200 (subject to variable multi-year increase depending on agreement term)

Collection Development and Statistical tool

Current service – Decision Center. Provides transaction and collection counts, weeding tools, and other reports, with the option to schedule and send reports by email.

2025 Cost, depending on agreement term:

- 1 year: $37,614
- 3 years: $37,256
- 4 years: $37,077

Potential switch – LibraryIQ. Provides similar statistical reports and weeding tools as Decision Center, plus additional collection development tools. Some MORE libraries are currently using this product.

2025 Cost: $53,000 + one-time implementation fee of up to $7,000 (subject to variable multi-year increase depending on agreement term)