

The Tattler Turns Ten

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Helping libraries change for the better since 1991

A lot can change in ten years. And while paging through past issues of the *Tattler* to mark our ten-year anniversary, we realized just how much has changed.

The *Tattler's* roots go all the way back to the mid-1970s. But it wasn't until January, 1991, that our little newsletter became a regular at libraries everywhere. Today the *Tattler* is available at our Web site (www.3M.com/library) and accessible to libraries all over the world.

Our first issues talked about 3M™ Tattle-Tape™ Security Systems and the

significant impact they were having on libraries. After all, at that time, Tattle-Tape security was already protecting libraries in more than 40 countries.

As it turned out, this was just the beginning. In 1992, the *Tattler* announced a new product that would change libraries forever—the 3M™ SelfCheck™ System.

“It wasn't long before patron checkout became the new paradigm,” says 3M Library Systems Director, Jon Hamann. “Librarians were quick to see the benefits of letting patrons check out their own materials.”

From coast to coast to coast...

While browsing through past issues, we discovered an interesting fact. The *Tattler* has featured case studies on more than 40 different libraries since 1991. From Redondo Beach Public Library in Redondo Beach, Calif., to St. Brigid's College in Ledmurdie, Western Australia, libraries around the world have shared their stories with the *Tattler*. And while we may not possess the fame of *Time*® magazine just yet, these stories have shown just how much positive influence the *Tattler* has had and how much 3M Library Systems products have helped librarians and their staffs.

Suddenly, an industry beset with funding problems and staffing shortages had a solution to both. And patrons and students had a faster, more efficient way to get what they wanted from their library.

Materials Flow Management

As libraries became more technology-oriented, 3M Library Systems continued to introduce products that would help librarians “improve the flow of materials into, within and out of” their facilities. We called it 3M Materials Flow Management, and the *Tattler* was there to cover it.

In 1995, the 3M™ Staff Workstation made its debut, helping librarians combine materials scanning and security into one function at check-in or checkout. In 1997, the 3M™ Tattle-Tape™ Application System Model 611 virtually automated the job of applying Tattle-Tape strips.

“Our products have always been designed with library patrons in mind,” says Hamann. “We're constantly listening to what librarians are saying, and we try to respond with innovative solutions.”

For example, it was this thinking that helped us see the promise of the e-Branch Library, a compact kiosk that brings many of the services of a “brick-and-mortar” library to a community's under-served patrons at locations such as grocery stores, hospitals and post offices.

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Death, taxes and weeding

Mary Riley Styles Public Library first on East Coast to get 3M Digital ID

There are certain things in life that are, well, certain. For Mary McMahon, director of Mary Riley Styles Public Library, Falls Church, Va., staff shortages and weeding under-used or outdated library materials were inevitable—and painful—year in and year out. That is, until she met Tony Tencza.

Tencza, 3M Digital ID Collection Management specialist for the Eastern Seaboard, first met McMahon at the 1998 ALA conference in Washington, D.C.

“She was looking for ways to increase staff productivity,” says Tencza. “And she was extremely impressed with the idea of bringing digital identification into a library.”

McMahon and her library were no strangers to 3M Library Systems. A loyal customer, McMahon and Mary

Riley Styles Public Library already had many 3M Materials Flow Management products, including several 3M™ SelfCheck™ Systems and 3M™ Detection Systems. But, even with these products, McMahon and her staff had some holes to fill.

“Basically we had two needs,” says McMahon. “We needed something that would help our circulation staff in terms of check-in and checkout, and we needed to get a better handle on weeding what was on our shelves.”

Preparing for battle

So with those needs in mind, McMahon approached the city council last May about 3M’s new digital identification products. The council approved her plan and by August she was nearing the end of the first phase of her collection conversion project—converting her optical bar codes to new digital tags.

McMahon targeted certain segments of her library’s collection—multimedia and

juvenile easy books—for tagging. The tags, armed with tiny antennae and memory chips that store information about the item, were placed on 27,000 items in her collection. And since the tags are rewritable, she knew she would save money in the long-run by being able to make changes and updates without replacing the entire tag.

But money was not the only thing McMahon figured to save for her library. “We should definitely be able to save a lot of professional and housekeeping time, which in turn will free up staff so they can spend more time with patrons,” she says.

A new way of life

In addition to the time- and cost-savings, McMahon has found the digital Staff Workstation and digital SelfCheck systems are already raising staff



productivity. Staff members have been using the 3M™ Digital Library Assistant (DLA) to read shelves that are tagged with digital ID tags. The DLA is designed to help make re-shelving,

The 3M™ Digital Library Assistant is simplifying collection management at Mary Riley Styles Public Library.

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Going digital in D.C.

3M to feature Digital ID at Midwinter ALA

Remember when all watches were analog? Then they went digital. Next came telephones and cameras. Now collection management is going digital, and 3M Library Systems is on the cutting edge of the revolution.

You're invited to see our full line of Digital ID Collection Management products at the 2001 Midwinter ALA meeting in Washington, D.C., January 13-15, in booth #2014. Of course, we'll still have our 3M™ SelfCheck™ Systems, 3M™ Detection Systems, e-Branch Library and 3M™ Staff

Workstation, as well as our new 3M™ Tattle-Tape™ H1 Security

Hub Markers for protecting double-sided DVDs, CDs and CD-ROMs.

We're also offering free transportation to the Mary Riley Styles Public Library (see article on page 2) in Falls Church, Va., just outside of Washington, D.C. There, visitors will get a first-hand look at the 3M Digital ID system in action at the first library on the East Coast to use the breakthrough technology. To register for the trip call Judy Nelson: **800-447-8826** or e-mail jnnelson@mmm.com.

For more information on 3M's new line of Digital ID products, go to www.3M.com/library, or for more information on the Midwinter ALA, go to www.ala.org. See you in D.C.!

A 30-year commitment to libraries

The year 2000 marks a historic milestone for 3M Library Systems: our 30th anniversary. That's right, we've been around since 1970. Hard to believe, huh? We've seen it all from the first 3M™ Tattle-Tape™ Security Strips at St. Paul Public Library in 1970 to the

new 3M Digital ID Collection Management products of today.

But giving back to the library community has been the biggest part of the last three decades for us. We've helped establish the 3M/NMRT Grant, which helps librarians further their professional development by attending the annual ALA conference.

Our annual Check-it-out Yourself Day gives away thousands of dollars that are used to purchase books, CDs and DVDs

to libraries that promote patron checkout. And we are constantly seeking federal and state funding for libraries across the country.

Help us celebrate our anniversary by stopping by booth #2014 at the Midwinter ALA.



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sorting, searching and exception-handling more routine. And they've found a great deal of cleanup work for their catalog.

"Not to mention the fact that things are finally in order," says an ecstatic McMahan.

And she has no plans of slowing down anytime soon. Even though she already has the digital ID tags and the DLA, McMahan has her sights set on the entire line of 3M Digital Identification products. For now, McMahan is satisfied with simply helping her staff learn and adapt

to the new technologies—in particular, the DLA.

"It's still early and we're still learning, but everyone who has used [the DLA]

so far has been excited about it," she says. She's right. It is early, but like death and taxes, McMahan knows that improving her library is inevitable.

Tony Tencza, 3M's Digital ID Collection Management specialist for the Eastern Seaboard, has worked for 3M Library Systems for 12 years. He currently supports all sales efforts involving Digital ID products from North Carolina to Maine and loves meeting with the librarians. Tony, who has two grown daughters, lives in Oak Hill, Va., with his wife, Deborah.

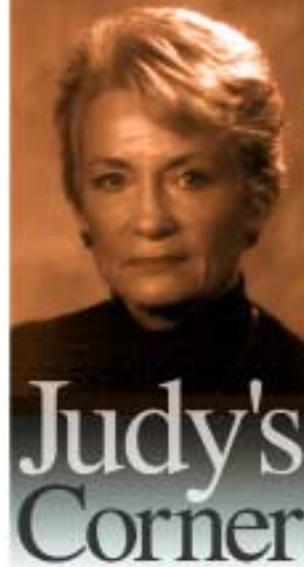


Library anatomy 101

Remember the jingle, “the hip bone’s connected to the leg bone, the leg bone’s connected to the foot bone?” Well, the same idea holds for 3M Materials Flow Management products.

Everything’s connected to 3M™ Tattle-Tape™ Strips. Designed to ensure the security of your materials, they’re the underlying thread that ties all of our products together. They form the basis of one of our bedrock commitments: no matter what other benefits our products provide your library, we will not compromise the security of your collection. And nothing can protect your collection as well as Tattle-Tape strips. They last as long as the items they protect—

guaranteed. Their archival-quality adhesive will never damage your materials. And they’re the only strips guaranteed compatible with all 3M Materials Flow Management systems.



A (de)sensitive issue

I recently came across an interesting exchange on a listserv I subscribe to. Lucia MacLean, head of circulation services at Shields Library in California, was having some trouble with false alarms and an older model desensitizer:

“We have noticed that our book desensitizers seem to be wearing out. Our facilities manager says that they ‘can’t wear out,’ but we have noticed that after swiping the books on several of them, they then set off the exit alarm. Repeatedly.”

A few people responded with advice like this:

“We have had that happen also. We were told to just turn the blocks face down. I don’t know what the insides consist of, but the trick works for us. Try turning them so that the white top is face down for about an hour.”

Rolanda L. Farmer, State University of West Georgia, Carrollton, Ga.

“We had the same type of desensitizers where I last worked and had the same problem. Our Building Services staff took one apart and found that the magnet that is usually attached to the underside of the top of the desensitizer had come loose—probably from having thousands of books banged down on it over the years—and had fallen to the bottom of the unit. They found some way to reattach it to the top and the desensitizers worked fine after that.”

Barbara DesRosiers, Georgetown University Law Library, Washington, D.C.

Both solutions could be worth a try if you’re experiencing false alarms. A better choice, however, may be to follow the advice of Jonathan LeBreton, University of Maryland, Baltimore County, Md.:

“We’ve had some [desensitizers] last 10 years, but another failed after only three or four years

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New product

NEWS

Smaller 3M™ Tattle-Tape™ R2 Strip Rolls save time and money

Bigger doesn’t always mean better.

Case in point: 2500 count 3M™ Tattle-Tape™ R2 Strip Rolls. A smaller version of the 7500 count roll, it can provide some libraries with a more economical means of applying Tattle-Tape strips by reducing the number of unused strips.

Tattle-Tape R2 strips remain the most effective way to protect your library’s collection. And the 3M™ Tattle-Tape™



Application System Model 611 makes applying these strips quick and easy. The 2500 count roll enables libraries with smaller collections (under 30,000 items) and libraries waiting to apply Tattle-Tape strips to the remainder of their collection, the chance to do so at less cost than buying the bigger roll.

The 2500 count R2 rolls come two to a case. For more information, contact your Materials Flow Management consultant at 1-800-328-0067, option 3.



News Briefs

Check-it-out Yourself Day @ your library™

Patrons and librarians who participate in this year's Check-it-out Yourself Day on April 2, 2001, may notice something a little different about the event. And guess what? You can find it "@ your library.™"

3M is partnering with the American Library Association (ALA) to help kick off their new "@ your library" campaign, during National Library Week, April 1-7, 2001.

The campaign advocates the value of libraries and promotes their role as *the* information source in the community. It encourages librarianship as a profession and helps increase funding for libraries all over the country.

"@ your library" will also attempt to change public opinion about local libraries. Its core message focuses on libraries as unique and dynamic places

that are on the cutting-edge of technology. The campaign will convince people that libraries are education and self-help centers. It will disseminate these messages through all kinds of media including public service announcements, news coverage and an ever-changing Web site that can deliver campaign information on a daily basis.

Check-it-out Yourself Day "@ your library" is a promotion designed to help libraries raise money for new materials while educating the public about patron checkout on 3M™ SelfCheck™ Systems. Libraries that encourage at least 100 patrons to use their SelfCheck systems can qualify to win 10 prizes of up to \$1,000 each for new materials. There's also a \$3,000 prize for the library that creates the most innovative promotion.



Watch our Web site, www.3M.com/library, for more information on "@ your library" in the coming months.

Tekne Award Finalists

For more than 30 years librarians around the world have recognized 3M Library Systems as the leader in library technology. Now others are taking notice.

Our newest innovation, the 3M™ Digital Identification System, was a finalist for the 2000 Tekne Award in Innovation.

The Tekne Awards—co-sponsored by The Minnesota High Tech Association and Minnesota Technology, Inc.,—recognize leaders in technology who exemplify excellence and enrich the communities they represent.

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Stay tuned . . .

In short, the 90's were the start of a new era both for the *Tattler* and for libraries. But the future is even brighter: our new Digital ID Collection Management products are going to revolutionize libraries all over again. One tool alone in this system—the 3M™ Digital Library Assistant—will help solve a long list of thorny problems, including weeding, shelf reading, searching and re-shelving, that have plagued librarians for years.

So, apparently, there are many more stories to tell—and much more tattlin' to be done. Here's to ten more years!

Maximum security

Despite what you may have heard, RFID technology—the basis for Digital ID Collection Management—is not a good means of securing your collection. If your patrons can find these tags, they can remove them. And they're relatively easy to shield from your detection system. Used alone, Digital ID tags are not an effective method of protecting your materials from loss or theft. You still need 3M™ Tattle-Tape™ Security Strips in your books—in addition to Digital ID tags—for optimal collection management and maximum security.

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due to very heavy use and lots of banging around. You may want to consider the 3M Model 930 Desensitizer. It works like a champ for books and will not wear out, but it cannot be used with magnetic media (i.e., VHS tapes)."

Thank you, Mr. LeBreton; I couldn't have said it better myself. The new 3M™ 930 Desensitizer is our newest model. It's portable, non-electric and can be used with your non-magnetic media.

There must be the generating force of love behind every effort destined to be successful.

— Henry David Thoreau

Send any questions or comments about difficulties with your desensitizers to: Judy Nelson, 3M Library Systems, 3M Center, Building 225-4N-14, St. Paul, MN 55144-1000. Or call: **1 (800) 447-8826**. Or fax: **1 (800) 223-5563**. Or e-mail jnnelson@mmm.com

Tattler

The Tattler is published quarterly by the
3M Library Systems Department.

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Your Materials Flow Management Connection

To order equipment and supplies, to contact the 3M Credit Department, to request service, to contact your sales consultant, or to just say hello ... please call us at:
1-800-328-0067

To request service over the Internet, contact us at:
<http://www.3M.com/3mlibsvc>

For the latest news and information on 3M Library Systems and products: **<http://www.3M.com/library>**

And for other general questions, e-mail us at:
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Innovation **3M**

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