Improvements to Automated Email Notifications

Notifications Working Group Members

- Terran McCanna, GPLS
- Susan Morrison, GPLS
- Deborah Hakes, GPLS
- Brenda Poku, ROCK
- Beth McIntyre, PIED
- J. Sara Paulk, HOU
- Britt Ozburn, ROCK
- Megan Freund, GCHRL
- Austin Jenkins, ARL
- Sarah Collier, LOPL
- Also: Graphics & page layout assistance from Roy Cummings, GPLS

Mockups

Mockups for all notifications that will be changing are at:
https://pines.georgialibraries.org/notices/

Example of New User Welcome Notice
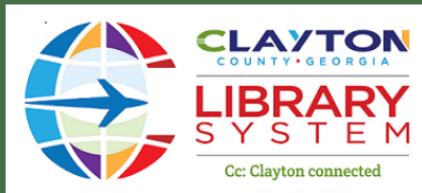
WELCOME
to PINES

Your PINES public library card is the key to discovering and learning at libraries and online throughout Georgia!

Card Number: 21001123456789

Dear Sam Smith,

Welcome to your PINES public library! Your account will be active for two years, at which time you will be able to renew it at any PINES library.

EXPLORE

Explore all your local library has to offer at https://claytonpl.org. Check for special events and activities, and access e-books, language learning tools, job skills resources, research databases, and much, much more!

VISIT

Use your library card at nearly 300 PINES libraries across the state! Check out and return books, DVDs, and audiobooks at any PINES location.

SEARCH

Search the PINES catalog for books, DVDs, audiobooks, and more.

CONNECT

Download the PINES app to search the catalog, place holds, and renew items. Use the digital copy of your library card to check out books.

Download on the App Store

GET IT ON Google Play

Access Your Account Now!

Log in to your account to set your notification and history preferences and place holds. Want to become a super user? Learn how in this guided demonstration!

Questions?

If you have any questions, please contact your home library:

Clayton County Library System
Forest Park Branch
4812 West Street
Forest Park, GA 30297
770-347-0160
ForestPark.Library@claytoncountyga.gov

https://claytonpl.org
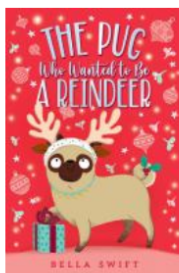
Example of Preminder

Items Due Soon

Card Number: 21001123456789

Hello Sam Smith,

This is a courtesy reminder that the following items will be due soon. You may have additional items checked out that are not listed below.

The pug who wanted to be a reindeer

Author: Swift, Bella
Call Number: J SWI
Barcode: 31056008932399
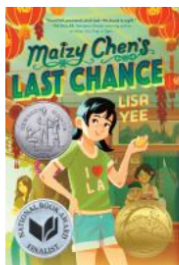Checkout Location: Putnam County Public Library on 3/28/2023

Due Date: 4/11/2023

Snow foal

Author: Bailey, Susanna
Call Number: J FICTION BAILEY
Barcode: 31015003047868
Checkout Location: Forest Park Branch on 3/28/2023

Due Date: 4/11/2023

Maizy Chen's last chance

Author: Yee, Lisa
Call Number: J YEE
Barcode: 31001006062419
Checkout Location: Athens-Clarke County Library on 3/28/2023

Due Date: 4/11/2023

Log in to the PINES app or go to gapines.org to view the complete list.

Please return or renew your items by the due date in order to avoid late charges. If you have any questions or issues, please contact your home library.

Log in to Your Account
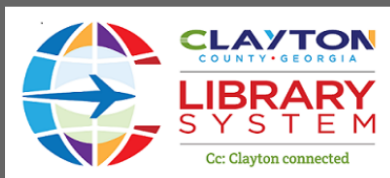
Questions?

If you have any questions, please contact your home library:

Clayton County Library System
Forest Park Branch
4812 West Street
Forest Park, GA 30297
770-347-0160
ForestPark.Library@claytoncountyga.gov

https://claytonpl.org

DOWNLOAD THE PINES APP

Subcommittee Feedback

(Note that many of the suggestions in these comments have already been made to the mockups.)

Email notices look inviting and user friendly.
For new card holders, I like under the section of PINES Learning Center having the Demonstration options.

How about using "all-access" instead of "full" library card where that is mentioned?

And the photo of the two PINES cards at the top...would be nice if that was something else. Maybe a family with books? A group of people? I don't think the photo is the quality we are looking for. And the card with the hands on it is kind of jarring.

I LOVE the Quipu text about being active for one year.

I still think that some of the other notifications could use the nice green square layout of the first PATRON notification.

What is the subject line of each email? If we continue to use the Welcome to PINES graphic, can we at least have the subject line say Welcome to Your PINES Public Library?

I think this is an awesome project! Thanks for all of your work on this, PINES staff!

I like the changes.

I love these! Thank you to everyone that worked to pull them together. The format is inviting and easy to read. LOVE IT!

I read through them ALL and I think they are all great as written!

I realize that PINES wants to promote PINES and it's a great system. We appreciate and value being a PINES network library. I know that PINES wants to leverage the technology to connect with the end user. But the face and heavy lift of direct patron services is with the local library. I want the relationship being built through this messaging with our patrons to elevate the local library. After all, the expenses of serving those patrons as local.

I really liked the look.

I really love the formats of the messages! The language is clear and easy to follow.

I would like the Explore square to be above the Visit or else the first option in Visit to be your local library. Also, thank you for asking.

In general, I like the proposed format. I would suggest making due dates and any bills RED.

Is there a particular reason why the New Patron notification for the standard accounts does not mention the expiration date the way the others do? If not that may be something to provide.

Looks good.

LOVE the new messages. They are concise, to the point with less verbiage. The graphics are perfect compliment to the wording and pleasing to the eyes.

New User Welcome Notice emails
--The 20-year anniversary card isn't available anymore. Maybe use the adult PINES card image instead?
--Why not mention Patron, etc. cards expire after 2 years, since other cards mention 1 year and 6 months?
--VISIT box on all emails (should wording be "Check out and return materials…"; it doesn't mention audiobooks.)
--Insert comma after preferences: "Log in to your account to set your notification and history preferences, and place holds."

Item Lost and Billed Email
--Price isn't in red like other emails with prices.

on the QUIPU card "What else you can do" follow-up email. I'd like to see the "In Order to take advantage" line at the end much more prominently placed at the beginning of the message and in a larger font.
Quite lovely
The new templates are a major step up visually from previous templates and look great.
The overall design and layout is great. Wording all looks good to me. I appreciate all of the hard work the committee put into this. It was worth it, great job to all.
The Questions? box at the bottom of each notice-Will the logo graphic always be the system logo or can it be patrons home library logo if there is one?
These all look fantastic! Very well designed and very colorful.
These are very simple to understand. Great job!
Visually, much improved!
Wow. Looks great. Excellent job