ULSTER COUNTY LIBRARY ASSOCIATION
December 20, 2022

DIRECTORS PRESENT:

☒ Gillian Murphy (Elting Memorial Library, New Paltz)
☐ Kristen Campbell (Hurley Library)
☒ Christina Jennerich (Marlboro Public Library)
☒ Chrissy Lawlor (Olive Free Library Association)
☒ Darren Lanspery (Plattekill Public Library)
☒ Lois Skelly (Sarah Hull Hallock Free Lib, Milton)
☐ Jody Ford (Stone Ridge Public Library)
☐ Mary Collins (Town of Ulster Public Library)
☒ Ivy Gocker (Woodstock Public Library)
☐ Nancy Krom (Cragsmoor Free Library)
☒ Nicole Lane (Gardiner Library)

☒ Julie Kelsall-Dempsey (Highland Public Library)
☒ Margie Menard (Kingston Library)
☐ Gisi Vella (Morton Memorial Library, Pine Hill)
☒ Liz Potter (Phoenicia Library)
☒ Katie Scott-Childress (Rosendale Library)
☒ Jennifer Russell (Saugerties Public Library)
☒ Brooke Dittmar (Town of Esopus Lib, Port Ewen)
☒ Kara Lustiber (West Hurley Public Library)

☒ Susan Mangan (Ellenville Public Library)
☐ Lisa Palmer (Wallkill Public Library)

☒UCLA Board Member: Heather Blakely

MHLS Board Member: Ken Goldberg
MHLS Staff Members: Rebekkah Smith-Aldrich

Guests: Lauren and Jim Schmidt from Transparent Language

The meeting of the Ulster County Library Association was called to order by Margie Menard at 10:02 am virtually via Zoom.

Transparent Language representatives made a presentation about their software.

Julie Kelsall-Dempsey made a motion to approve the November minutes, Brooke Dittmar seconded. Susan Mangan abstained. Approved.

New Business

Discussion surrounding events of the legislative meeting of the Economic Development Committee of Ulster County regarding the funding for Transparent Language beginning in 2023. Katie Scott-Childress and Margie Menard attended the meeting and report that the legislators were keen to allocate an additional $2400 to UCLA's request in order to purchase Transparent Language. Vote results are forthcoming. Discussion around onboarding the new database.

Brooke Dittmar made a motion to move forward with Transparent Language, Katie Scott-Childress seconded.

Kara Lustiber made a motion to amend the previous motion, to move forward with Transparent Language, based on receiving the additional $2400 in funding from the Ulster County Legislature. Katie Scott-Childress seconded. All in favor. Approved.

Katie Scott-Childress made a motion that UCLA will recommend to the Central Library Committee to explore Transparent Language as a replacement for Mango. Julie Kelsall-Dempsey seconded. All in favor. Approved.

Treasurer's Report
Warrant list included the addition of various museum passes, and funds from the "Love Your Library" grant towards children's materials in Overdrive.

Julie Kelsall-Dempsey motioned to accept the Treasurers report and the two warrant lists; Gillian Murphy seconded. All-in Favor. Approved.

Selection Committee Report
UCLA website now hosted by MHLS. Gillian Murphy and Christina Jennerich have admin logins. As a result, some links were changed, refer to the selection committee documents provided for link information.
Brain HQ subscription ends on 12/31. TixKeeper is prepared, training session available on 12/21.
Kara Lustiber is working with vendors to get accurate usage stats for all databases.

MHLS Report
Rebekkah Smith-Aldrich presented two reminders from MHLS: 1) Libraries should confirm that all minimum standards are met, including website standards. MHLS can help libraries in need of assistance in meeting the new standards. 2) Libraries should be reaching out to their legislators, and especially introducing themselves to new legislators.
MHLS has received a Dyson grant to hire a PR firm to assist with increasing visibility, as well as marketing.

Next UCLA Meeting January 17 2023.
Brooke Dittmar made a motion to adjourn at 11:22. Seconded by Julie Kelsall-Dempsey
Respectfully submitted by Christina Jennerich (for Kristen Campbell, Secretary)

UCLA Agenda
Tuesday December 20, 2022
10:00 AM Via Zoom

❖Transparent Language Demo

❖Approval of the minutes of November 15, 2022

❖Treasurer's Report

❖Selection Committee report

❖MHLS Staff report

Ulster County Library Association
December 17, 2022
Treasurer's Report

Checking Accounts

Local Checking Account	5,944.68
Legislative Checking Account	85,180.03
	91,124.71

Warrant List

Activity Since Last Treasurer's Report for Ulster Savings Legislative Account

Date	Description	Amount	
			$89,067.10
11/9/2022	Transfer to Local Repayment for Website Hosting	(357.00)	$88,710.10
11/9/2022	Transfer to Local Repayment for BrainHQ Bookmarks	(279.00)	$88,431.10
11/22/2022	Transfer from Local "Love Your Library Grant"	1,333.93	$89,765.03
11/29/2022	Foundation Center	(2,995.00)	$86,770.03
11/29/2022	USS Slater Museum Pass	(390.00)	$86,380.03
11/29/2022	Thomas Cole Museum Pass	(200.00)	$86,180.03
11/30/2022	Hudson River Maritime Museum Pass	(400.00)	$85,780.03
11/30/2022	Olana Museum Pass	(600.00)	$85,180.03

Page 2 Treasurer's Report for   **December 17, 2022**

Activity Since Last Treasurer's Report for Ulster Savings Local Checking Account

Date	Description	Amount	
			$6,685.86
11/1/2022	Deposit for Annual Meeting (Saugerties $30) and Gardiner ($15)	45.00	$6,730.86
11/9/2022	Transfer from Legislative for Website Hosting	357.00	$7,087.86
11/9/2022	Transfer from Legislative for BrainHQ Bookmarks	279.00	$7,366.86
11/14/2022	Gift for Lynn Ridgeway	(88.25)	$7,278.61
11/22/2022	Transfer to Legislative for "Love Your Library Grant"	(1,333.93)	$5,944.68

2021 Ulster County Funding

Total Received for 2021	76,050.00
Estimated Funds from Reserve	12,050.00
Total Budget for 2022	88,100.00

2022 Reserve

Legislative Account	85,180.03
Cahill eBook Funds	-8,691.00
Balance for Databases	-88,100.00
	-11,610.97

Databases for 2022 Final:	Encumbered	Cleared
BrainHQ		
Digital Magazines (Zinio)		
Foundation Center	2,995.00	2,995.00
Kanopy	40,000.00	
Library Aware	2,075.00	2,075.00
Mango Languages	1,202.00	
PR-Marketing	636.00	636.00
PR-Marketing (Niche Academy)	4,200.00	
OverDrive eContent	17,384.55	
ReciteMe	12,839.95	12,839.95
Museum Passes	6,767.50	1,590.00
Tumble Books		
Miscellaneous		
TOTAL	88,100.00	20,135.95

Database Notes:
BrainHQ: This product will be discontinued for 2023 due to low usage
Zinio: This product was purchased by OverDrive and now exists as a subscription that includes
Foundation Center: For 2023 Year, Paid out in November
Kanopy: The Locked in Price for 2023 will be $40,000. Paid out in November
LibraryAware: Paid in July
Mango: This product was purchased by OverDrive and now exists as a subscription that includes
PR-Marketing: $279 for Bookmarks and $357 for MHLS Maintained Website. Will be transferred to Legislative Account in November.
PR-Marketing (Niche Academy): $4200 will be paid in November.
Overdrive: $750 will be paid for Wallkill, Gardiner, and Ellenville in November. Whatever is left over from other databases will be added to Content Credit in the Overdrive Account for UCLA for next year (Not Advantage).Total of $14,836.55.
ReciteMe: Paid in May
Museum Passes: TixKeeper is $1987.50. Museum Passes are $4780. Total of $6767.50. Paid out in November.
Tumblebooks: Tumblebooks will not be renewed in 2023 when it expires in December – you will not be billed

Selection Committee Report – December 2022
Part 1 – Website Notes

The MHLS hosted website is now up and running. The domain has been transferred to MHLS. The board email addresses have been moved into MHLS share Google Workspace environment. These emails are primarily just forwards to the president, vice-president, treasurer, board member, secretary, and webmaster. There is one zoom login for authentication purposes.

Because of the restructuring, some of the shortcuts you currently use to the UCLA website may have changed. Please double-check below.

All Tutorials: http://uclib.org/infoportal	Overdrive Overdrive Main: https://ulsterlib.midhudson.org/overdrive/ Overdrive Tutorial: https://uclib.org/overdrive/overdrivet/
BrainHQ (Will Expire in January) – No Tutorial https://ulsterlib.midhudson.org/brainhq/	Great Courses (In Kanopy) – No Tutorial http://uclib.org/great-courses/
Kanopy http://uclib.org/kanopy/ https://uclib.org/kanopy/kanopyt	Mango https://uclib.org/learnalanguage/ https://uclib.org/learnalanguage/learnalanguaget/
Tumblebooks (Will Expire in December)	Museum Passes (Setup Now) https://uclib.org/museum/
Bonus: Link to Hoopla Tutorial (no link directly from InfoPortal): https://uclib.org/hooplat	Bonus: Link to Universal Class Tutorial (no link directly from InfoPortal): https://uclib.org/universalt

Gillian Murphy from New Paltz and Christina Jennerich from Marlboro were each sent logins to the MHLS hosted website.

Part 2 – BrainHQ

BrainHQ has been notified that our subscription ends on December 31st. We cannot send our patrons who are using it a note warning them. However, Posit Science does reach out to the patrons and offers them continued subscriptions of their own if they would like.

Part 3 – Great Courses

The following are links straight to the Great Courses content, instead of just to Kanopy.
https://uclibmhls.kanopy.com/category/915
https://uclibrcls.kanopy.com/category/915

Part 4 – Kanopy

MHLS libraries are being verified using PTYPE block rules. The values currently allowed are:

25,31,32,36,40,44,46,48,54,55,57,63,64,67,69,72,73,75

RCLS libraries are being verified using the AQ field. The values currently allowed are:

ELLENVILLE,GARDINER,CRAGSMOOR,WALLKILL

However, the data from these fields is not maintained by Kanopy. The data for barcodes is. I put in a feature request around reporting for the AQ field associated with each membership.

As a result, the statistics per library must be gleaned by sorting (and then identifying patrons whose barcodes were never reassigned from outside of our county.) Because of the work involved, I only do this annually.

Part 5 – Museum Passes

The setup for TixKeeper is done. All the passes have been entered. Please review and let me know if you see any changes that need to be made. Some of the museums are grayed out because they are closed until the spring.

The staff login for TixKeeper was emailed to the directors list. Contact Kara if you did not get it.

The TixKeeper URL you will use for the public is:
https://www.eventkeeper.com/mars/tkflex.cfm?curOrg=WESTHURLEY&curApp=passes

Note: Because we saved money by utilizing the West Hurley pre-existing account, the URL will include "WESTHURLEY" instead of "UCLA." This cannot be changed unless we spend the money to purchase an installation.

Training will be on **December 21st at 11am**. It will be recorded. The first part of the training will be for circulation staff. The remainder will be for administrators. Your library only needs to worry about an administrator account if you decide to circulate your own passes. Contact Kara if you did not get the Zoom link or if you want the administrator login information.

The passes are currently divided between MHLS and RCLS passes. The ones in the system are "print-on-demand" passes only. Patrons can print these from home without any additional setup from the libraries. If your library decides to "donate" a pass for the county to use, we can only accept museums that "print-on-demand" passes. **Please let me know if you decide to circulate physical passes. If so, I can get you started with the additional setup for this process.**

Descriptions of all the passes and the program are loaded on the UCLA website:
https://ulsterlib.midhudson.org/infoportal/museum-passes/

FDR Presidential Library and Museum (Not President's Home)	FREE	MHLS – 8 passes, RCLS – 2 passes
Hudson Highlands Nature Museum	$400	MHLS – 3 passes, RCLS – 1 pass
Hudson River Maritime Museum	$400	MHLS – 3 passes, RCLS – 1 pass
MiSci Museum of Innovation & Science (**50% discount & No Planetarium)**	$800	MHLS – 3 passes, RCLS – 1 pass
Museum of Bethel Woods	$550	MHLS – 1 pass, RCLS – 1 pass
New York Transit Museum	$400	MHLS – 1 pass, RCLS – 1 pass
Olana State Historic Site	$600	MHLS – 3 passes, RCLS – 1 pass
Old Rhinebeck Aerodrome	$400	MHLS – 3 passes, RCLS – 1 pass
Opus 40	$640	MHLS – 3 passes, RCLS – 1 pass
Thomas Cole Historic Site	$200	MHLS – 3 passes, RCLS – 1 pass
USS Slater	$390	MHLS – 5 passes, RCLS – 1 pass

Part 6 - Statistics

Kanopy Stats MHLS				Number of				
	Visits	Pages	Plays	Play Credits $2	Play Credits $4	KKids $5	KSeries $5	Price
Jan 2022	12289	15171	2012	1055	186	14	13	$2989
Feb 2022	10085	12631	1779	868	158	15	26	$2573
Mar 2022	10431	12826	1884	918	189	14	22	$2772
Apr 2022	8956	11097	1862	955	106	4	9	$2449
May 2022	8225	10104	1678	949	71	9	12	$2287
June 2022	8057	9910	1767	964	68	12	15	$2335
July 2022	8844	12057	1837	963	78	15	24	$2433
Aug 2022	8763	11953	1902	1049	55	10	17	$2439
Sep 2022	9529	13293	1824	992	70	16	13	$2409
Oct 2022	10,026	14,195	1910	905	162	8	18	$2588
Nov 2022	9,960	13,897	1,867	909	175	17	15	$2678
Dec 2022								
Total								
								$25,274

Kanopy Stats RCLS				Number of				
	Visits	Pages	Plays	Play Credits $2	Play Credits $4	KKids $5	KSeries $5	Price
Jan 2022	1687	2424	362	153	31	2	0	$440
Feb 2022	1501	1841	264	137	17	3	8	$397
Mar 2022	1573	1824	291	126	32	2	3	$405
Apr 2022	1543	1867	285	133	13	3	7	$368
May 2022	1371	1687	241	102	13	1	3	$276
June 2022	1033	1314	191	103	12	2	6	$294
July 2022	1385	1771	203	116	10	2	2	$292
Aug 2022	1046	1415	208	118	6	1	1	$270
Sep 2022	1068	1350	190	116	8	1	3	$284
Oct 2022	988	1354	185	96	18	2	0	$274
Nov 2022	1083	1558	253	230	17	2	11	$363
Dec 2022								
Total								
								$3,300

Play Credit Breakdown: Libraries set the number of play credits per month. Once a patron plays a film, they have unlimited watches for 48 to 72 hours. The cost is $2.00 - $4.00 per play credit for all films on Kanopy other than Kanopy Kids and the Great Courses. Note: When a patron uses a play credit, this allows them 72 hours of access to the film, during which they have unlimited access. This means they can play the same film several times per play credit, meaning that the total number of "plays" on your platform will be higher than the total number of "play credits" used.

Then you have KKids (Kanopy Kids) and KSeries (The Great Courses) which are defined as follows:

Unlimited Access Model for Kanopy Kids/Great Course
- **Kanopy Kids**- Kanopy Kids provides patrons with 30 days of unlimited plays for any video in Kanopy Kids for $5. This means that once a patron plays 5 seconds or more of a video, the patron will have unlimited plays for any other video(s) in the Kanopy Kids section for the next 30 days. The $5 fee will trigger on the date of the first play and be invoiced at the end of the calendar month. Monthly invoices will include Kanopy Kids charges as a separate line item. Kanopy Kids does not use a patron credit.
- **The Great Courses**- With The Great Courses on Kanopy, your library patrons have 30 rolling days to watch an entire series from The Great Courses once they press play on any title in that series *without* incurring additional charges to your library. Your library will be invoiced $5 for every Great Courses series that a patron presses play on. Access to that course remains open for 30 days. Each additional series played from The Great Courses will incur an additional $5 charge to your library. The $5 fee will trigger on the date of the first play and will be invoiced at the end of the calendar month. These charges are listed as "KSeries" on your invoice.

Niche Staff 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Academic OneFile	0	0	0	0	0	0	0	0	0	0	0		
AcornTV	1	0	0	0	0	0	0	0	0	0	1		
BrainHQ	2	0	0	0	0	0	0	0	0	0	3		
Cleaning and Disinfecting Facility	1	0	0	0	0	0	0	0	0	0	1		
COVID-19 Guidelines for GPLS Employees (1CEU)	0	0	0	0	0	0	0	0	0	0	0		
COVID19: Using Medical Masks	0	0	0	0	0	0	0	0	0	0	0		
COVID19: What You Need to Know About Handwashing	0	0	0	0	0	0	0	0	0	0	2		
Creativebug for Staff	0	0	0	0	0	0	0	0	0	0	0		
Facebook for Staff	0	0	0	0	0	0	0	0	0	0	0		
Gale General OneFile	0	0	0	0	0	0	0	0	0	0	0		
Gale Opposing View	0	0	0	0	0	0	0	0	0	0	0		
Gmail	0	0	0	0	0	0	0	0	0	0	0		
Google Docs	0	0	0	0	0	0	0	0	0	0	0		
Google Drive	0	0	0	0	0	0	0	0	0	0	0		
Google Forms	0	0	0	0	0	0	0	0	0	0	0		
Hoopla	0	0	0	0	0	0	0	0	0	0	0		
How COVID-19 Spreads	0	0	0	0	0	0	0	0	0	0	0		
Kanopy	0	0	0	0	0	0	0	0	0	0	0		
Mango Languages	0	0	0	0	0	0	0	0	0	0	0		
OverDrive|Libby	0	0	0	0	0	0	0	0	0	0	2		
PLS OSHA COVID-19 Guidelines [60 Mins.]	0	0	0	0	0	0	0	0	0	0	0		
Preventing the Spread of Coronavirus	0	0	0	0	0	0	0	0	0	0	0		
Tumblebook Library	0	0	0	0	0	0	0	0	0	0	0		
Universal Class	0	0	0	0	0	0	0	0	0	0	0		
Using FCPL Staff Academy	0	0	0	0	0	0	0	0	0	0	10		
When and How to Use Masks	0	0	0	0	0	0	0	0	0	0	0		
Total	4	0	0	0	0	0	0	0	0	0	19		

Niche Public 2022	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Academic OneFile	0	0	2	1	0	0	3	2	0	1	3		
Book Repair	0	0	0	5	4	0	0	0	0	0	5		
BrainHQ	72	11	37	12	27	30	14	3	1	7	13		
CreativeBug	1	2	0	1	0	0	0	0	0	2	1		
Facebook	4	0	0	0	0	0	0	0	0	0	0		
Gale General OneFile	2	0	4	6	0	0	0	3	0	1	0		
GaleOpposing Viewpoints	1	0	0	0	0	0	0	0	0	0	0		
Gmail	0	0	0	1	0	0	0	0	0	0	0		
Google Docs	0	1	0	0	0	0	0	0	0	0	0		
Hoopla	11	19	0	1	6	3	4	12	8	0	0		
IndieFlix	7	2	0	1	0	0	3	0	0	0	0		
Instagram	0	0	0	0	0	0	0	0	0	0	0		
Kanopy	34	32	5	35	5	15	10	12	10	2	7		
Libby	44	33	15	27	1	0	19	7	4	0	32		
LinkedIn	0	0	0.	0	0	0	0	1	0	0	0		
Mango	32	20	9	21	17	18	11	31	12	19	17		
Pinterest	0	0	0	0	0	0	0	0	0	0	0		
Snapchat	1	0	0	0	0	0	0	0	0	0	0		
The Great Courses	20	10	10	3	4	4	8	2	3	6	9		
Tumblebook	40	15	13	15	13	7	11	16	8	3	11		
Tutor.com	24	0	0	1	0	0	0	0	0	0	0		
Twitter	1	0	0	0	0	0	0	7	0	0	0		
Universal Class	32	15	35	10	6	12	4	11	1	5	15		
Total	326	160	130	140	83	77	87	107	47	46	113		

BrainHQ

BrainHQ Statistics MHLS					
Month	Active Users	Registrations	Cumulative Registrations	Levels	Cumulative Levels
21-Dec	12	21	22	50	52
Jan-22	22	26	48	275	327
Feb-22	23	28	76	723	1050
Mar-22	27	28	104	940	1990
Apr-22	19	8	112	769	2759
May-22	10	3	115	683	3442
Jun-22	10	3	118	415	3857
Jul-22	10	3	121	460	4317
Aug-22	10	2	124	281	5731
Sep-22	9	4	128	299	6030
Oct-22	4	2	130	239	6269
Nov-22	6	2	132	236	6505
Dec-22					
Totals					

BrainHQ Statistics RCLS					
Month	Active Users	Registrations	Cumulative Registrations	Levels	Cumulative Levels
21-Dec	2	8	8	10	10
22-Jan	4	4	12	49	59
Feb-22	2	11	23	3	62
Mar-22	5	5	28	27	89
Apr-22	3	2	30	40	129
May-22	4	4	34	20	149
Jun-22	3	2	36	13	162
Jul-22	2	0	36	8	170
Aug-22	2	2	38	10	180
Sep-22	0	1	39	0	180
Oct-22	0	0	39	0	180
Nov-22	0	0	39	0	180
Dec-22					
Totals					

ReciteMe

2022	Installed	
Elting Memorial Library (New Paltz)	Not Working	
Highland Public Library	Yes	
Hurley Library	Yes	
Kingston Library	Yes	
Marlboro Free Library	Yes	
Morton Memorial Library (Pine Hill)	Yes	
Olive Free Library Association	Opt Out	
Phoenicia Public Library	Yes	
Plattekill Public Library	Yes	
Rosendale Public Library	Yes	
Sarah Hull Hallock Free Library (Milton)	Yes	
Saugerties Public Library	Yes	
Stone Ridge Public Library	Yes	
Town of Esopus Library (Port Ewen)	Yes	
Town of Ulster Public Library	Yes	
West Hurley Public Library	Yes	
Woodstock Public Library	Yes	
Cragsmoor Free Library	Opt Out	
Ellenville Public Library	Yes	
Gardiner Library	Yes	
Wallkill Public Library	Yes	
Ulster County Library Association	Yes	

Overdrive – Audiobooks Ordered for December – $4233.31

Braiding Sweetgrass – Robin Wall Kimmerer - $44.96
A Dangerous Business – Jane Smiley - $81.75
A Haunted History of Invisible Women - $37.46
High Notes – Danielle Steele - $48.75
Lost Girls of Willowbrook – Ellen Marie Wiseman - $81.75
Maze Cutter – James Dashner - $35.96
The Ways We Hide – Kristina McMorris - $81.75
A Song of Comfortable Chairs – Alexander McCall Smith - $69.00
Last Party – Clare Mackintosh - $81.75
Agatha Christie – Lucy Worsley - $37.46
Dawnshard – Brandon Sanderson - $48.75
Rhythm of War – Brandon Sanderson - $99.99
Court of Thorn and Roses – Sarah Maas - $73.50
The Fort – Gordon Korman - $45.00
A Christmas Deliverance – Anne Perry - $69.00
The Perfect Son – Freida McFadden - $35.96
Murder in the Mystery Suite – Ellery Adams - $37.46
Murder in the Paperback Parlor – Ellery Adams - $37.46
Murder in the Secret Garden – Ellery Adams - $37.46
Murder in the Locked Library – Ellery Adams - $37.46
Murder in the Reading Room – Ellery Adams - $35.96
Murder in the Storybrook Cottage – Ellery Adams - $37.46
Murder in the Cookbook Nook – Ellery Adams - $37.46
Murder on the Poet's Walk – Ellery Adams - $37.46
In the Event of Love – Courtney Kae - $37.46
Truth to Lie For – Anne Perry - $69.00
Death in Focus – Anne Perry - $81.75
Darker Reality – Anne Perry - $81.75
Question of Betrayal – Anne Perry - $81.75
Murder on Black Swan Lane – Andrea Penrose - $62.25
Murder at Half Moon Gate – Andrea Penrose - $62.25
Murder at Kensington Palace – Andrea Penrose - $37.46
Murder at Queen's Landing – Andrea Penrose - $37.46
Murder at the Royal Botanic Gardens - Andrea Penrose - $37.46
Murder at the Serpentine Bridge - Andrea Penrose - $37.46
Overnight Guest (2) – Heather Gudenkauf - $144.14
If We Were Villians (2) – M.L. Rio - $109.98
Twist of a Knife (2) – Anthony Horowitz - $128.70
Fox Creek (2) – William Kent Krueger - $138.00
Invisible Girl (2) – Lisa Jewell - $119.98
Olga Dies Dreaming – Xochitl Gonzalez - $59.99
Night of the Living Rez – Morgan Talty - $48.75

Void Moon – Michael Connelly - $65.00
Marrying the Ketchups – Jennifer Close - $95.00
The Lies I Tell – Julie Clark - $17.24
Girl in His Shadow – Audrey Blake - $81.75
Darker Shade of Magic – V.E. Schwab - $37.46
Last Party – Clare Mackintosh - $17.24
In the Dream House – Carmen Maria Machado - $62.25
Mercury Pictures Presents – Anthony Marra - $95.00
Last Stand of Fox Company – Tom Clavin - $35.21
Boys from Biloxi – John Grisham - $95.00
Myth of Normal – Gabor Mate - $47.50
Rabbit Hutch – Tess Gunty - $95.00
World of Curiosities – Louise Penny - $139.98
Open and Shut – David Rosenfelt - $34.95
Stolen Book of Evelyn Aubrey – Serena Burdick - $72.07
Perestroika in Paris – Jane Smiley - $62.25
Private Life – Jane Smiley - $95.00
Goodnight Beautiful – Aimee Molloy - $64.35
Seamstress of Sardinia – Bianca Pitzorno - $72.07
Things We Do in the Dark – Jennifer Hillier, Carla Vega - $59.99
Falling for Your Fake Fiance – Emma St. Clair - $20.00
Prodigal Son – Gregg Hurwitz - $59.99
Desert Star – Michael Connelly - $65.00
Empire of Ice and Stone – Buddy Levy, Will Damron - $59.99
Hunting the Jackal – Billy Waugh - $37.46

Transparent Language Online for Libraries:
Product and Technical Information

CONTENTS

WHO WE ARE

Founded in 1991, at Transparent Language, we treat language learning as more than just a casual pursuit. For our customers, including some of the U.S. Government's most stringent language schools, success is not optional. Their students must reach a specified level of proficiency in a set amount of time. We make their challenge our mission: to train language faster with more reliable results.

At the heart of *Transparent Language Online* is a research-based and experience-driven methodology designed to help learners quickly and clearly master a new language. More so than any other language company, Transparent Language relies on work from the experts in both linguistics and neuroscience to create products that work - supported by expert research and proven best practices from the nation's leading professional language schools and government agencies.

Transparent Language develops innovative technology and methods to enable faster and more reliable language learning outcomes for professionals in organizations with critical language requirements, for students and teachers in academic environments, and for anyone else intent on becoming more proficient in another language. We know great learning technology is engaging and satisfying, with quality content and game dynamics that maintain every learner's attention. Our systems leverage the element of fun to achieve serious results - where learners see and feel real progress.

The experience gained during implementation and in support of the major language schools and programs in the U.S. Government, as well as with dozens of U.S. and Foreign Government agencies, thousands of public libraries (including multiple large consortia, library systems, and statewide contracts) and schools, enables Transparent Language to ensure a successful implementation and adoption with all of our library customers. *Transparent Language Online* has been available to public libraries for 11 years.

Transparent Language has the technical knowledge and expertise in serving public libraries for over 11 years. As of April 2022, the *Transparent Language Online* platform is available in over 7,400 public, academic, K-12, and special libraries, which includes state library contracts in North Carolina, Ohio, and Tennessee.

Transparent Language Online has received a platinum award in LibraryWorks' Modern Library Awards (MLAs) for seven years in a row (2016, 2017, 2018, 2019, 2020, 2021, and 2022). This award comes from reviews from customers (judges) with experience using the system in their facilities. Each judge scored the product on a numeric basis from 1-10 on a series of questions regarding functionality, value, customer service, etc. The Modern Library Awards is a program designed to recognize elite products and services in the library market which can help library management personnel enhance the quality-of-experience for the library user and increase the performance of their library systems.

PRODUCT OVERVIEW

Transparent Language Online provides a fun, engaging, and interactive language-learning environment. More than just a language course, *Transparent Language Online* contains full courses and dozens of resources, while also providing extensive reference information, vocabulary building, relevant culture learning, and guidance for learning languages (including English).

Designed with the beginner- to intermediate-level language learners in mind, *Transparent Language Online* allows learners to build and maintain the skills of listening, speaking, reading, and writing, as well as gain general background knowledge of a language and its culture. *Transparent Language Online* integrates activities, interactive text, audio, and visual stimuli to give learners the most engaging and effective experience with a new language. Grammar reference files and grammar videos can be found within the program.

The system is accessible at all times online through major web browsers and is appropriate for academic, business, or travel purposes and for use by learners of in grade 3 through adult. New lessons, courses, languages, features, and capabilities are regularly added to the system. A children's language-learning program, KidSpeak, is included with *Transparent Language Online* for grades K-2.

While content varies by language, *Transparent Language Online* has courses and lessons that cover a wide range of audiences, including:

- K-12 courses and lessons specifically designed for early learning, elementary, middle school, and high school
- Workforce development lessons for medical and business terminology
- Travel and everyday vocabulary for general users and study abroad students
- ESL/ELL materials for speakers of 34 different languages
- Immersion-style English content for intermediate and advanced English learners
- An American Citizenship Test prep course designed with the goal of preparing test takers to comfortably answer all 100 civics questions

Transparent Language Online also features a robust and context-sensitive help system available on every screen in the program. All of the help documentation for end users, including guides to using the program, is contained within *Transparent Language Online*. Users can click or touch the "?" to see detailed help documentation, step-by-step instructions and images to guide them in the use of the particular screen or learning activity.

Key Learning Themes in *Transparent Language Online*

Transparent Language Online utilizes a variety of learning activities that are designed to

engage the learner, encourage verbal and written production of the language, and ensure that what is learned is not forgotten. The lessons as presented to the learner on their personalized "Learning Path" which the learner can customized to their own goals and needs. Based on their goals, learners can utilize and study any of the available themed lessons and content in *Transparent Language Online*, including general vocabulary, travel/vacation, business, medical, and holiday content sets. Learners can skip around as they desire between lessons and even within the various learning activities inside of each lesson. All learner progress and history are tracked throughout.

Throughout the courses and other learning material, learners will find the pronunciation, writing, and memory building systems that are described below.

Integrated Experience

Transparent Language Online is accessible across multiple devices, automatically syncing learning progress across each platform. The program is fully mobile responsive, so the entire program can be accessed directly through a web browser on a mobile device (tablet or mobile phone) with full functionality of the web version. If accessing the website through a mobile device web browser, the program will automatically enhance the experience for the user and take them to the mobile version of the site

Transparent Language Online includes apps for iOS, Android, and Kindle Fire devices. All apps are included free of charge with a subscription to *Transparent Language Online*. Users can download the Transparent Language mobile apps, which include all of the same learning activities and materials as the web version of the program.

Speaking the Language

The key to good pronunciation is to get learners to speak the language. *Transparent Language Online* provides learners with an opportunity to hone their pronunciation skills and develop confidence pronouncing new words and phrases out loud. Every word and phrase in the program have been recorded at the natural speed by a native speaker, which learners can listen to as many times as they need. If helpful, they can even slow down the pronunciation using the SlowSound feature to hear the nuances of the native speaker's pronunciation.

The speech activities in *Transparent Language Online* are powered by Transparent Language's proprietary EveryVoice™ technology, which analyzes and matches learner utterances to native speaker utterances with accuracy in any language. Users can control play back speed, pause, replay, skip and resume audio for both the native speaker and their own recordings. The technology allows for a variety of speech-enabled interactions to help build the learner's confidence and ability.

Several learning activities in *Transparent Language Online* utilize the learner's voice as the means of interacting with the activity. For example, in *Transparent Language Online*'s multiple choice activity, learners can answer by clicking with their mouse, touching their tablet screen, or they can speak the answer using EveryVoice. Pedagogically, multiple-

choice is a memory building activity, but by adding the ability to answer by speaking, the activity expands to a productive (speaking) skill building activity while still being a memory (vocabulary) builder.

Learning the Alphabet

When a language uses letters or characters other than the Latin alphabet familiar to English speakers, writing and reading can become a challenging obstacle. However, there is a great advantage to learning the native script. Recognizing and understanding the characters of a foreign language is an important step toward comprehending the language as a whole. Learn the native alphabet in Russian, Thai, or Arabic, for example, and you'll see and feel the language more authentically. Imagine, even as a beginner, being able to sound out road and store signs when traveling or watch movies and news footage. Later, the native script will serve as your membership card to the world of literature, texting, and email.

To support this idea, *Transparent Language Online* includes Alphabet Courses designed to teach native alphabets. These courses include a suite of activities intended to help users achieve a basic familiarization with the alphabet of in new language by recognizing letters and their corresponding sounds.

Alphabet courses are available for Arabic (Iraqi), Arabic (Modern Standard), Armenian, Baluchi, Bambara, Bulgarian, Cambodian (Khmer), Chechen, Dakotah (Sisseton), Danish, Dari, English, Farsi, French, French (Moroccan), Georgian, German, Greek, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Kurdish (Behdini), Mongolian, Norwegian, Pashto, Portuguese (Brazilian), Punjabi, Romanian, Russian, Spanish (Latin American), Swahili, Swedish, Tagalog, Thai, Turkish, Urdu, and Wolof, with more coming soon.

Typing and Writing in the Language

Transparent Language Online is one of the few online language-learning systems that includes activities to teach typing and writing in the foreign language. Learning to write and type in a language can be a very helpful communication skill, especially in today's world of texting and email. It helps eliminate issues with accents and rough pronunciation and, just as with written communication between native speakers, reduces ambiguity.

However, these typing activities are as much about training the learner's memory as they are about building writing skills. Typing activities engage the brain in new ways that reinforce the memorization of the items learned, further embedding them in the learner's short-term and long-term memory.

Adaptive Learning Algorithm

An adaptive learning algorithm in *Transparent Language Online* delivers each learner with a unique and complete experience. The learning activities adapt to each learning encounter, tracking what the user gets right and wrong, and tailoring the program to focus

on items the user struggles with. Each challenge the user answers gives immediate feedback saying if it's right or wrong. If the user answers it correctly, the challenge moves on after allowing the user a moment to review. If the user is wrong, the activity will inform the user and allow for a chance to repeat if they'd like. *Transparent Language Online* shows the incorrect answer and gives feedback to the user on what part they answered wrong.

Sustaining Learned Items

The more that learners use the courses and lessons in *Transparent Language Online*, the more lexical items they acquire. The accumulated vocabulary of words and phrases is different for each user, but something everyone has in common is that they want that vocabulary to stick with them long term, so that they can actually use it when they need it.

Transparent Language's Learned Items capability captures what is learned and automatically confirms and refreshes the growing collection of learned items at intervals that promote long-term memory of each item. This efficient tool is used to build, maintain, and grow a personal "lexical reservoir" (as the experts would say) in a chosen language. If the learner is having difficulty with an item, it is refreshed more often. Other items are seen less often. Over time, Learned Items uses spaced-interval repetition techniques to lengthen retention and "stabilize" the memory of every learned word and phrase. No one enjoys having the effort they spend learning a language to go to waste by forgetting it all, and Learned Items is designed to make sure that doesn't happen.

Learned Items keeps track of a user's learning history and lets them see if any of their learned words or phrases are "stale," meaning the time has come to refresh their memory of that item. If an item has just been learned, it might become stale again a few days later, while something refreshed successfully several times in a row might take many months to become stale again. Refresh is fast, and as each item is completed, it gets a new refresh date, depending on how well the refresh goes and the learner's history with that item.

AVAILABLE LANGUAGES

Transparent Language Online includes over 110 foreign languages, plus English for speakers of 34 other languages. In addition, *Transparent Language Online* includes Intermediate English for Everyone, as well as 83 non-English paired languages.   In total, *Transparent Language Online* includes courses and lessons in the 236 language pairs (263 including the transliterated forms).

A complete list of languages available for libraries can be found here:
https://home.transparent.com/languages#libraries

Many of the languages in *Transparent Language Online* were in support of Transparent Language's work with the US Military and other Government organizations. Transparent

Language is also a supporter of endangered language preservation and the instruction of less commonly taught languages. As a philanthropic initiative, Transparent Language created and now works with the 7000 Languages Project (https://www.transparent.com/about/7000-languages.html), a non-profit that works with partner organizations to create courses and lessons in languages that are considered endangered, less-commonly taught, or heritage languages. These languages include Cree, Dakota, Ojibwe, Dene, and others.

METHODOLOGY

Transparent Language emphasizes a "declarative first" approach to language learning. Our approach, the Declarative Method, is based on research about how the brain functions, and how best to take advantage of that when learning a new language. Neuroscientists have found that two brain systems - the declarative memory and the procedural memory - enable people to learn, retain, and produce language.

- Declarative memory collects vocabulary words, phrases, and even short sentences.
- Procedural memory manages the skill of applying grammar rules and producing language.

Linguists agree that the key to second language acquisition is first building a declarative foundation - a ready supply of words and phrases locked into the declarative memory. Successfully memorizing a sufficient number of vocabulary terms is a big part of language proficiency, especially at beginner levels. Moreover, a larger lexical reservoir also makes using the target language more satisfying for the learner and makes learning procedural language skills including grammar, easier. We design our products to facilitate declarative learning as the foundation for language skill-building.

REPORTING

Transparent Language Online offers reporting available for designated library admins. The data available includes, but is not limited to, total sessions, unique users, activity by language, average session time, and mobile activity. All of the reporting functionality is contained in the administrator portal in *Transparent Language Online. Transparent Language Online* offers tracking and reporting available 24/7/365 to any designated admin(s) at no additional cost. Statistics can be viewed on screen and easily printed or exported in PDF and CSV formats. Reports can be run for any specific date range for a maximum of 3 years, including monthly.

Monthly reports of usage activity can be sent automatically to each designated library admin. Libraries can have multiple admins who can request and receive reports via email.

A more detailed description of available reports can be found below:

- **Summary Reports** provide an overview of how Transparent Language Online was used during a particular time period. Data includes number of unique users, new user registrations, number of sessions, average session time, mobile lesson/course downloads, and KidSpeak access.

- **Circulation Reports** provide summary total of user accesses to various system components, such as lessons, refresh sessions, practice sessions, social media, and more.

- **Language Usage Reports** provide information on how often certain languages have been used during a particular time period. Usage can include list and/or course usage for all languages, all languages for English speakers, and all languages for non-English speakers.

- **User Reports** provide information about individual user accounts, including the date each user was created, the date of each user's last login, and the total time that each user has spent with *Transparent Language Online*.

- **Course Usage Reports** show how many users have worked with and completed specific courses in *Transparent Language Online.*

- **KidSpeak Activity Reports** show how KidSpeak was used, including unique user count, number of sessions, and total time spent for each language.

The COUNTER reports that are available in *Transparent Language Online* are as follows:

- Database Report 1 (DB1)

- Database Report 2 (DB2)

- Platform Report 1 (PR1)

We believe that these reports are compliant with COUNTER Release 4, but these reports have not yet been certified.

AUTHENTICATION

Transparent Language Online supports all of the authentication methods listed below for the creation of new user accounts:

- **IP Filtering:** With this option turned on, only users that connect to *Transparent Language Online* through the specified IP address range(s) can create an account in *Transparent Language Online*. Anyone who tries to connect from an outside IP address will not see the option to create an account.

- **HTTP Referrer Filtering:** This is used when a library has a website or portal that your customers will access. *Transparent Language Online* puts the referring URL(s) in and allows any user who connects via the specified URL to create a new account.

- **Barcode or Student ID Filtering:** This method of authentication works if a library wants new users to enter a barcode or an ID number when registering for *Transparent Language Online*. Libraries can indicate the expected length of a valid barcode or ID number, as well as a specific sequence that must occur in it, or a barcode range. This means that any user that wants to sign up for *Transparent Language Online* must enter a valid barcode before they are allowed to create an account.

Subscribing libraries have the option of requiring authentication for each user login or just for new user account creation. Most libraries only authenticate users before allowing them to create a new user account. This allows users with existing accounts easier access to *Transparent Language Online*.

Transparent Language also supports a significant number of libraries utilizing EZ Proxy and other similar proxy services.

SYSTEM REQUIREMENTS

Transparent Language Online is a web-based program - therefore, no installation of additional software is required, regardless of where a user is located. The program is fully mobile responsive, so the entire program can be accessed directly through a web browser on a mobile device (tablet or mobile phone) with full functionality of the web version. If accessing the website through a mobile device web browser, the program will automatically enhance the experience for the user and take them to the mobile version of the site.

A complete list of system requirements can be found at:
https://knowledge.transparent.com/system-requirements-for-transparent-language-online