

EXPERIENCE PASSES PROGRAM

The Metropolitan Library System is beginning an Experience Pass Program. We will be working with the Oklahoma City Museum of Art on a pilot basis. If the program meets its objectives after 6 months, we will explore expanding the program to other venues in the metro area. The launch date will be November 1, 2020.

PREPARATION

MLS has been working together to create the following with Public Services, Marketing, Cataloging, IT, and Access Services each playing an important role:

- a design for the passes (see below)
- a container for the passes (single audiobook case per pass)
- a way for the passes to check out and be returned, including an entry in the public catalog with a replacement cost in case the pass is not returned
- advertising for the program/service
- training/information for staff

PASS DETAILS

Each pass can be used by up to 5 people per venue visit per day. Customers check out the pass for 7 days. They cannot be renewed and must be returned to the library where they were checked out. Only one pass per household may be checked out at a time. No holds will be permitted at this time. The overdue fines are \$1 per day up to a total of \$30. The lost item charge is \$60 to compare to the price of a single visit of 5 adults to the museum. The passes are currently in the catalog, but they are suppressed as they are not currently available.

MLS will have a total of 19 passes for checkout at the following locations. The passes are designed by MLS and are not purchased from the Museum.

- | | | |
|----------------------------|------------------|-------------------|
| 1. Almonte | 6. Del City | 11. Northwest |
| 2. Belle Isle | 7. Downtown | 12. Ralph Ellison |
| 3. Bethany | 8. Wright | 13. Southern Oaks |
| 4. Capitol Hill | 9. Edmond | 14. Village |
| 5. Community Libraries (5) | 10. Midwest City | 15. Warr Acres |

The Library Managers have decided that they will keep track of the pass for each location and monitor it to ensure it does not go long overdue. Staff at each location will attempt to contact the customer by phone if the pass is not returned after 7 days past its due date.

CHECKOUT, RETURN, AND OVERDUE PROCESS

At checkout we will attempt to verify that the phone number listed on the account is valid. Possible scripting follows:

This pass can be used to admit up to five people to the OKCMOA per day. The pass is due back in a week. It can't be renewed and must be returned here. The overdue fines are \$1 per day up to a total of \$30. If it is not returned at all, a lost item charge of \$60 will be applied to your account. As a courtesy, we'll reach out to you if the pass starts going overdue. Let me make sure I have a current phone number on file for you...

To assist in identifying when passes go overdue, on X day of the week, staff will check BID 994913, item # _____ for your library's experience pass.

- If the pass is 7-13 days overdue, staff will attempt to call the customer the first time
- If the pass is 14-20 days overdue, staff will attempt to call the customer a 2nd time
- If the pass is 21-30 days overdue, staff will not attempt to call the customer but will alert the Library Manager of the pass status.
- At 30 days overdue:
 - The Library Manager will request of their RD a new pass be made and the old pass be marked unusable by the Museum.
 - The RD will contact Marketing and Cataloging to create a new pass for that library.
 - The Public Relations Manager and RD's will collaborate to alert the Museum of the lost pass.

Possible script when talking to a person:

Hello, this is _____ calling from the _____ library. I am contacting you about the experience pass that you borrowed. It was due on _____. Would you be able to return the item this week? It's very popular, and we would like to make it available to other customers. Since there is a \$1/day overdue fine on the item until the pass is returned, we wanted to reach out to you to help you avoid those overdue charges.

Possible voicemail script:

Hello, this is _____ calling from the _____ library. I am contacting you about an item that you borrowed. Please contact us at BRANCH PHONE # to let us know whether you are able to return the item this week as we would like to make it available to other customers. Since there is a \$1/day overdue fine on the item until the item is returned, we wanted to reach out to you to help you avoid those overdue charges. If it is not returned at all, there will be a \$60 charge associated with it to compensate for the cost of the item.

If you reach our call center, please ask them to transfer you to the _____ library to speak with us directly. Thank you and have a good day.

Passes are requested to be returned at the library where they were checked out. They may be returned in the book drop. While materials quarantine is in effect, staff will remove the pass from book drop and wipe it down inside and out to ready it for immediate availability.

MEASURING SUCCESS

MLS will aim for similar success as Pioneer's program. Though with the pandemic, these figures may be difficult to compare with. Over 5 months, they saw the following activity:

The Oklahoma City Museum of Art passes were checked out 147 times by customers across Cleveland, McClain, and Pottawatomie counties.

- Cleveland County with 6 libraries had 80 checkouts
- McClain County with 3 libraries had 37 checkouts
- Pottawatomie County with 3 libraries had 30 checkouts

MLS would aim for a total of 180 checkouts over 6 months, which would mean the passes were checked out every other week at each location.

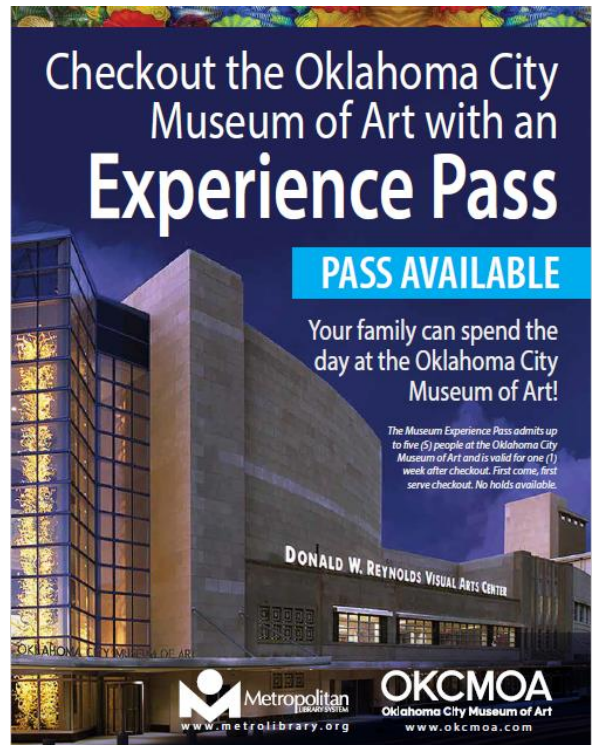
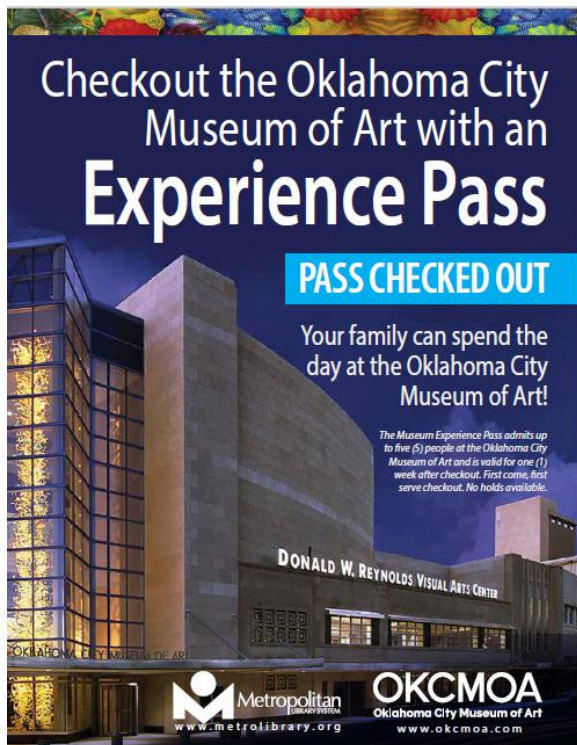
PUBLICITY

Due to the limited availability of the passes and the inability to place holds on the passes, marketing will be modest so as to minimize marketing beyond the capacity of the program. The communications plan is as follows:

- October 14th - Public Services Managers receive email with program details
- October 19th - Library Management Team receives email with program details
- October 23rd – All libraries will have received their materials from their RD
- October 26th - Intranet post with program details
- November 1st
 - Passes are checked in at their location to On Shelf status and held behind the desk
 - Libraries display the 8.5"x11" availability posters
 - Social media graphic is posted about the availability of the passes and the rules
- November 10th – second social media post
- November 14th – press release to local media

DESIGNS

8.5"x11" posters for the circulation desk



Talk About It! insert



Voucher



Cover for case

