SMS – Options Available

Karen Perone, Rodman Public Library

Mohamed Ragheb, Wadsworth Public Library

Christine Rigda, University of Toledo

Diane Lewin, Innovative Interfaces

EGL-IUG, October 15, 2010

Public Libraries Option

OPLIN TO THE RESCUE

Karen Perone, Systems Coordinator
Rodman Public Library

Background

- OPLIN – Ohio Public Libraries Information Network
- Looking for volunteers to test SMS
- No obligation
- FREE!

Criteria

- Your existing Integrated Library System (ILS) must be capable of sending notifications to patrons' e-mail addresses.
- You must inform OPLIN of the IP address of the server (usually your ILS server) that sends your e-mail notifications.

- http://www.oplin.org/sms

How to Enter Cell Phone Number

- Enter in email field

  <cellphone_number>@sms.oplin.org

  5551234567@sms.oplin.org

- If email AND cell phone

  joesmith@att.net,5551234567@sms.oplin.org

- Use comma,nospace

Text to Send

- Short message – 140-160 maximum characters
- Use ***text*** for existing message
- Rewrite all notice texts if necessary

Examples

ORIGINAL TEXT:

** FIRST OVERDUE NOTICE **
The following items are overdue. Please return them promptly.
Fines are $.10 per item per day on non-video materials and $1.00 per item per day on videos and DVDs.
You may renew these items at http://roc.rodmanlibrary.com/patroninfo
Any fines accrued before renewal will be added to your account.
Please call the Library at 330-821-2665 if you have any questions.

SMS TEXT VERSION:

***1st OVERDUE NOTICE from RODMAN LIBRARY.
You have overdue items. Please return them or renew @ roc.rodmanlibrary.com. Call 330-821-2665 if you have questions.***
Fines are $.10 per item per day on non-video materials and $1.00 per item per day on videos and DVDs.
Any fines accrued before renewal will be added to your account.

Examples

ORIGINAL TEXT:

** COURTESY NOTICE **

This is just a reminder that you have items checked out that will be due soon. You can avoid overdue fines by returning the items, renewing them online at http://roc.rodmanlibrary.com/patroninfo or by calling 330-821-2665.

Please do not reply to this e-mail message.

SMS TEXT VERSION:

***COURTESY NOTICE from RODMAN LIBRARY.

You have items coming due. Please return them or renew @ roc.rodmanlibrary.com or call 330-821-2665 for info.***

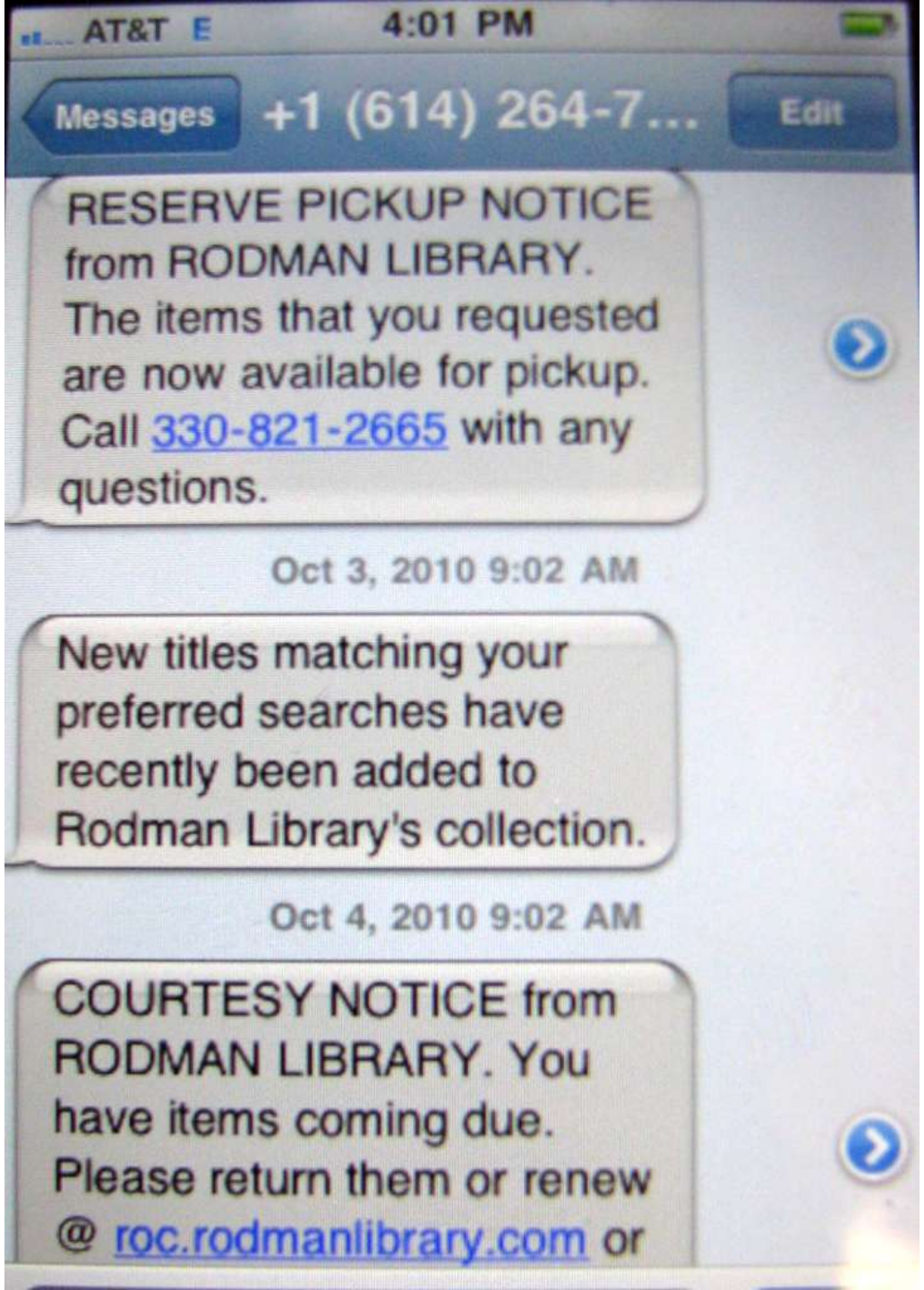
Please do not reply to this e-mail message.

Preferred Searches

- PSEARCHD.CONF file for preferred searches (see manual page #106413)

#EMAILHEAD=***New titles matching your preferred searches have recently been added to Rodman Library's collection.*** Follow the links below if you would like to view or reserve the items.

Message Received



Email Version

Pickup Notice from Rodman Public Library

From: "Rodman Library Notice" <circadm@roc.rodman.lib.oh.us>

To: k.perone@sbcglobal.net, 3302578876@sms.oplin.org

Rodman Public Library
215 E. Broadway Street
Alliance, OH 44601
Phone: (330) 821-2665

09-27-10 11:00AM

KAREN L PERONE
SYSTEMS

***RESERVE PICKUP NOTICE from RODMAN LIBRARY.
The items that you requested are now available for pickup.
Call 330-821-2665 with any questions.***
They will be held for 5 days for you to pick up.

AUTHOR:
New tricks. Season one [dvd videore
CALL NO: N5321t
BARCODE: 38212005527251
LOCATION: Main Adult Mystery DVD
PICKUP AT: Main Adult BY: 10-04-10

8:10

Email Version

New Titles from Rodman Public Library Sunday, August 1, 2010 4:00 AM

From: "Rodman Public Library" <exporter@roc.rodman.lib.oh.us>

To: k.perone@sbcglobal.net, 3302578876@sms.oplin.org

The following new titles matching your preferred searches have recently been added to the Library's collection. Follow the links below if you would like to view or reserve the items.

Author:
Title: Crazy heart [dvd videorecording] / Fox Searchlight Pictures presents an Informant Media/Butcher's Run Films production ; written for the screen, produced, and directed by Scott Cooper
Check Status or Reserve: http://roc.rodmanlibrary.com:80/record=b1332906

Author:
Title: Invictus [dvd videorecording] / Warner Bros. Pictures presents ; in association with Spyglass Entertainment ; a Revelations Entertainment/Mace Neufeld production ; a Malpaso production ; screenplay by Anthony Peckham ; produced by Lori McCreary, Robert Lorenz, Mace Neufeld ; produced and directed by Clint Eastwood
Check Status or Reserve: http://roc.rodmanlibrary.com:80/record=b1332901

Go to http://roc.rodmanlibrary.com/patroninfo to reserve or renew items, or check on the status of your library account. Or, you can call us at 330-821-2665 if you have any questions.

FREE SOLUTION FOR TEXTING

Mohamed A. Ragheb

Why texting

- Easy and convenient way to reach patrons.
- keeping them up-to-date on the status of their library accounts.
- Text any notice typically sent though email such as weekly account update; items due soon; items now overdue; requests ready for pick up..etc
- Getting away from sending notices by mail.
- It's FREE.

Texting statistics

- 72.2% of wireless users have paid for SMS packages. This equates to 203 million Americans.
- There has been a 107% increase in text message use in the USA in the past year.
- 2.5 billion text messages are sent each day in the USA.
- More text messages are sent per phone than phone calls.

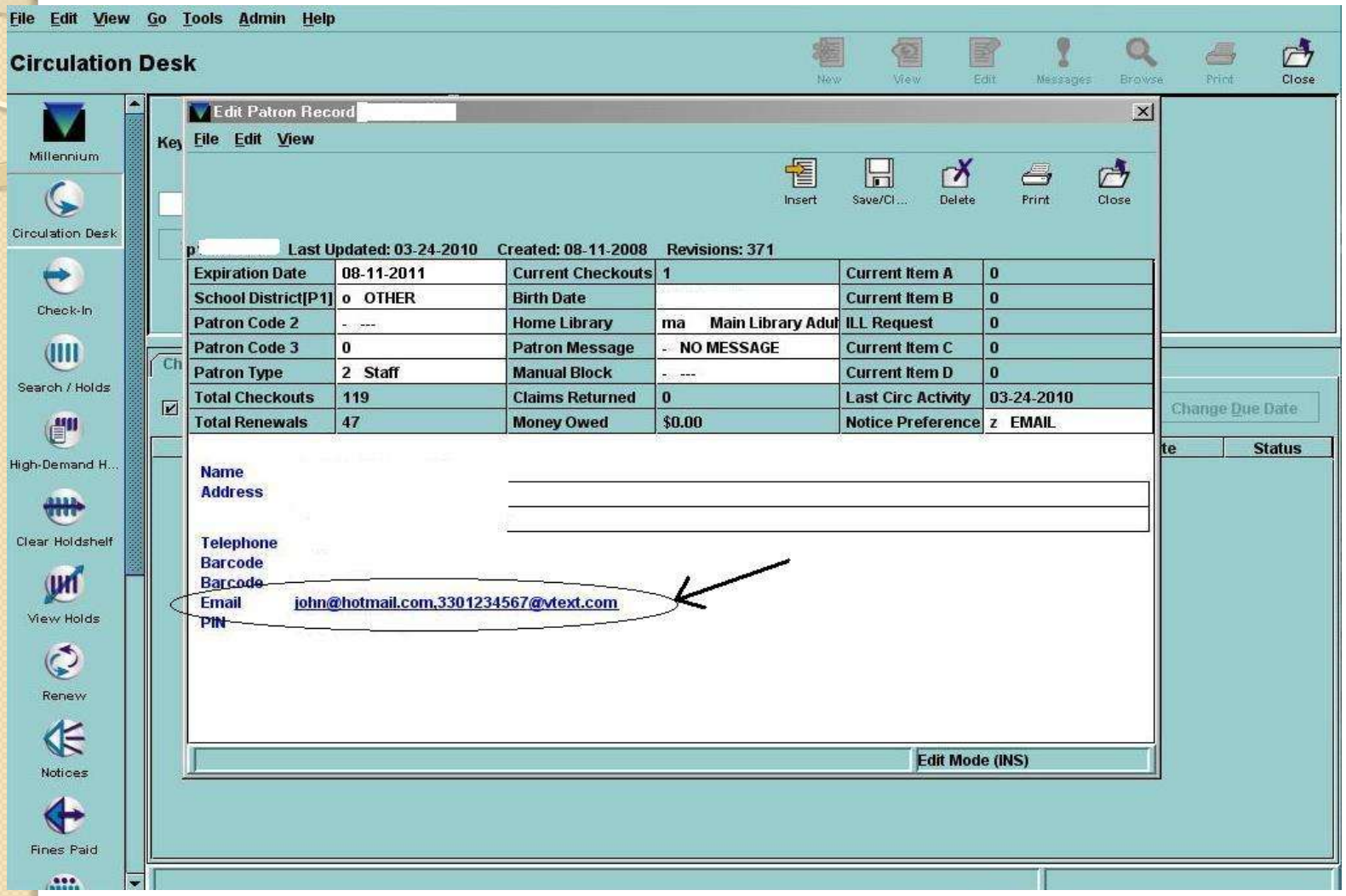
How text message works

- Text messaging can be set up in Millennium in the same manner as email.
- Over view of emailing a cell phone from a PC.
- enable text for a patron in Millennium.
- Example1
  - Text only: For a patron with a Verizon cell phone number 330-123-4567, enter 3301234567@vtext.com in the email field of the patron record.
  - Example 2
  - Text and email: For a patron with a Verizon cell phone number 330-123-4567 and an email john@hotmail.com, enter john@hotmail.com,3301234567@vtext.com in the email field of the patron record.

List of most carriers and domains

- Verizon: 10digitphonenumber@vtext.com
- AT&T: 10digitphonenumber@txt.att.net
- Sprint: 10digitphonenumber@messaging.sprintpcs.com
- T-Mobile: 10digitphonenumber@tmomail.net
- Nextel: 10digitphonenumber@messaging.nextel.com
- Cingular: 10digitphonenumber@cingularme.com
- Virgin Mobile: 10digitphonenumber@vmobl.com
- CellularOne: 10digitphonenumber@mobile.celloneusa.com
- Omnipoint: 10digitphonenumber@omnipointpcs.com
- Qwest: 10digitphonenumber@qwestmp.com

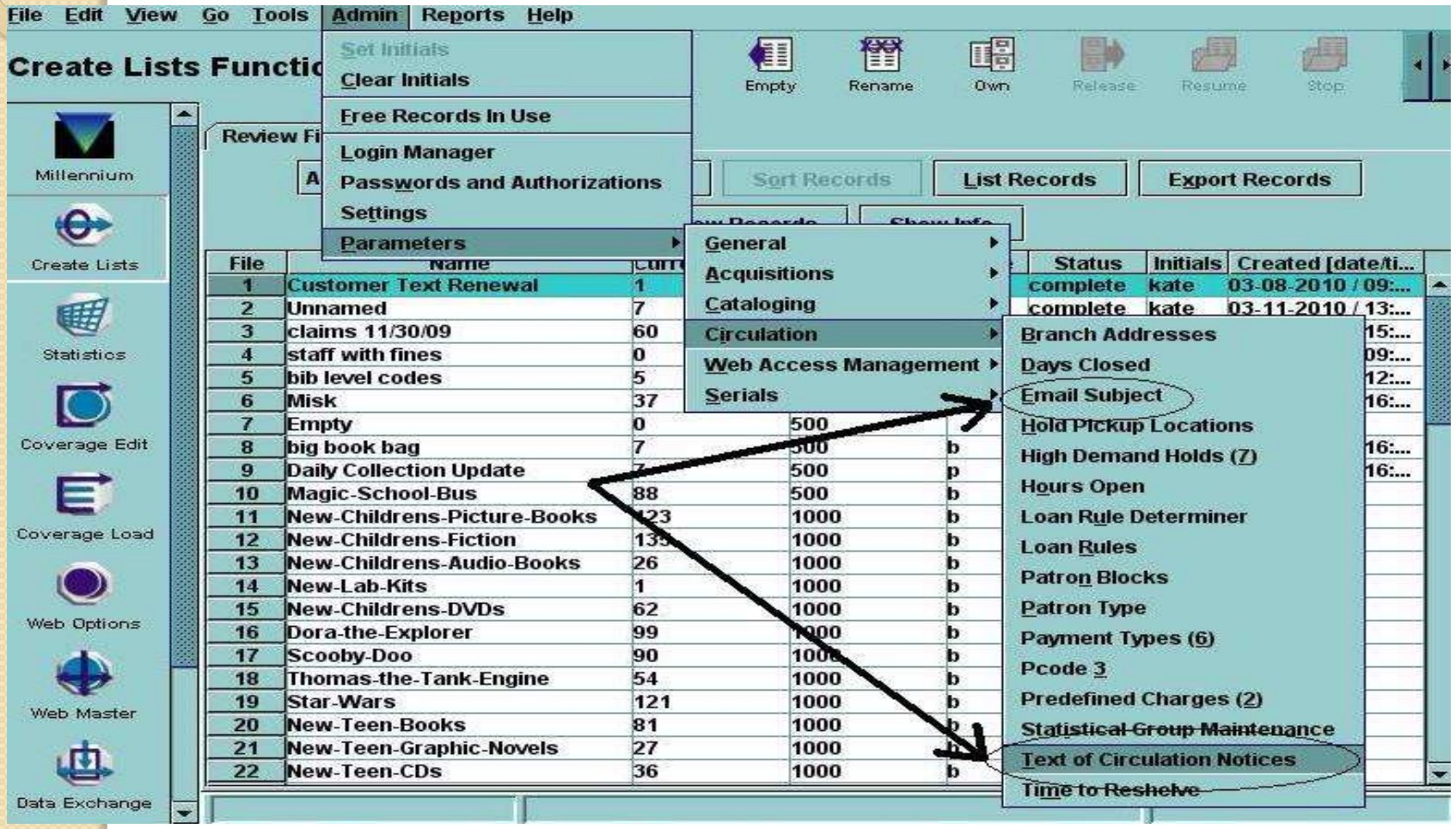
Edit Patron record in Millennium



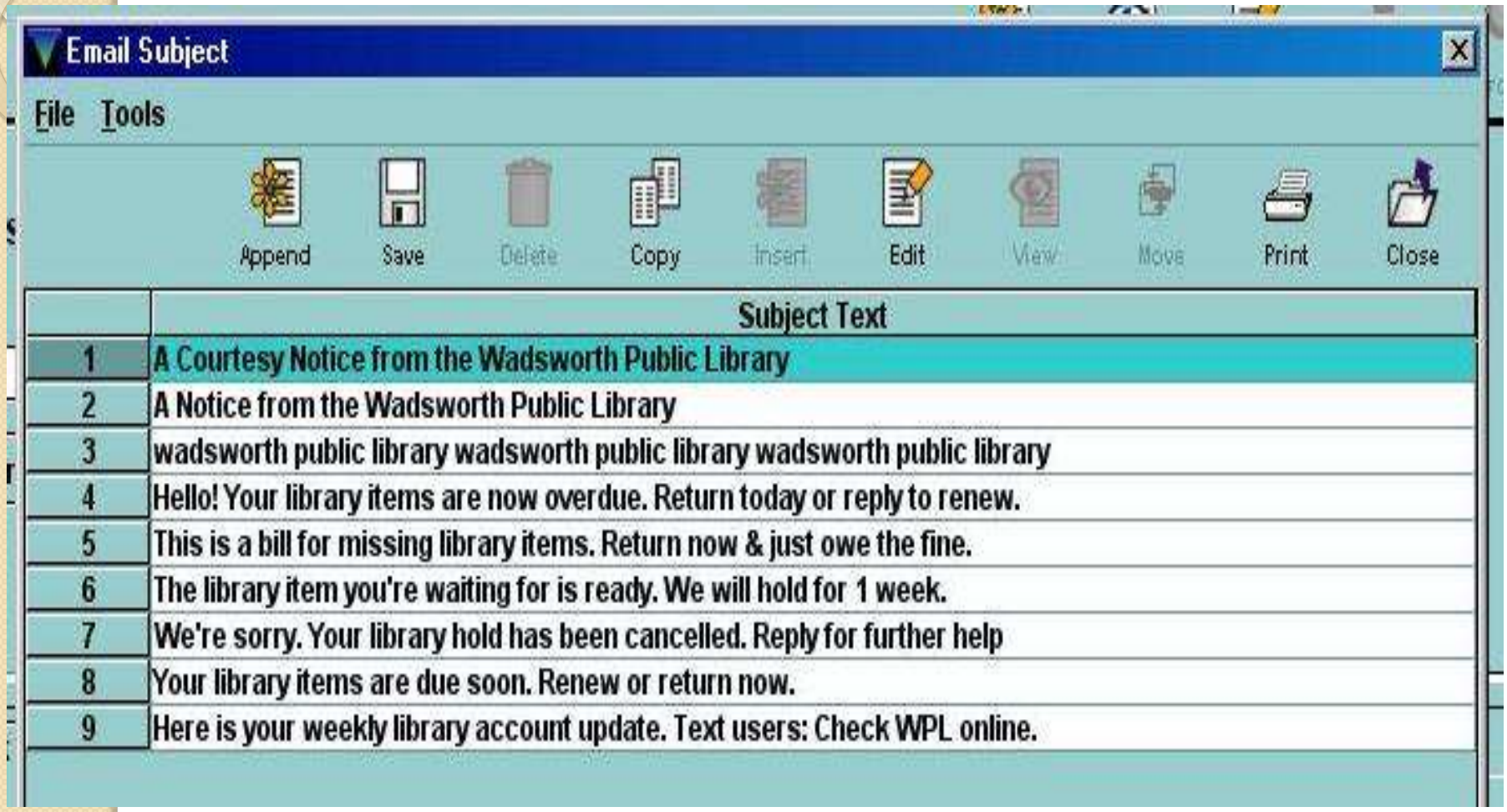
The challenges and limitation

- Cell phone message is limited to ~ 160 characters depending on the carrier.
- Smart phones will receive the full notice while regular cell phone will receive the first 160 characters.
- Use the email subject to line the highlight content of notice.
- Limit the subject line to 70 characters in III.

Where to enter your text message!!



Examples of subject lines:

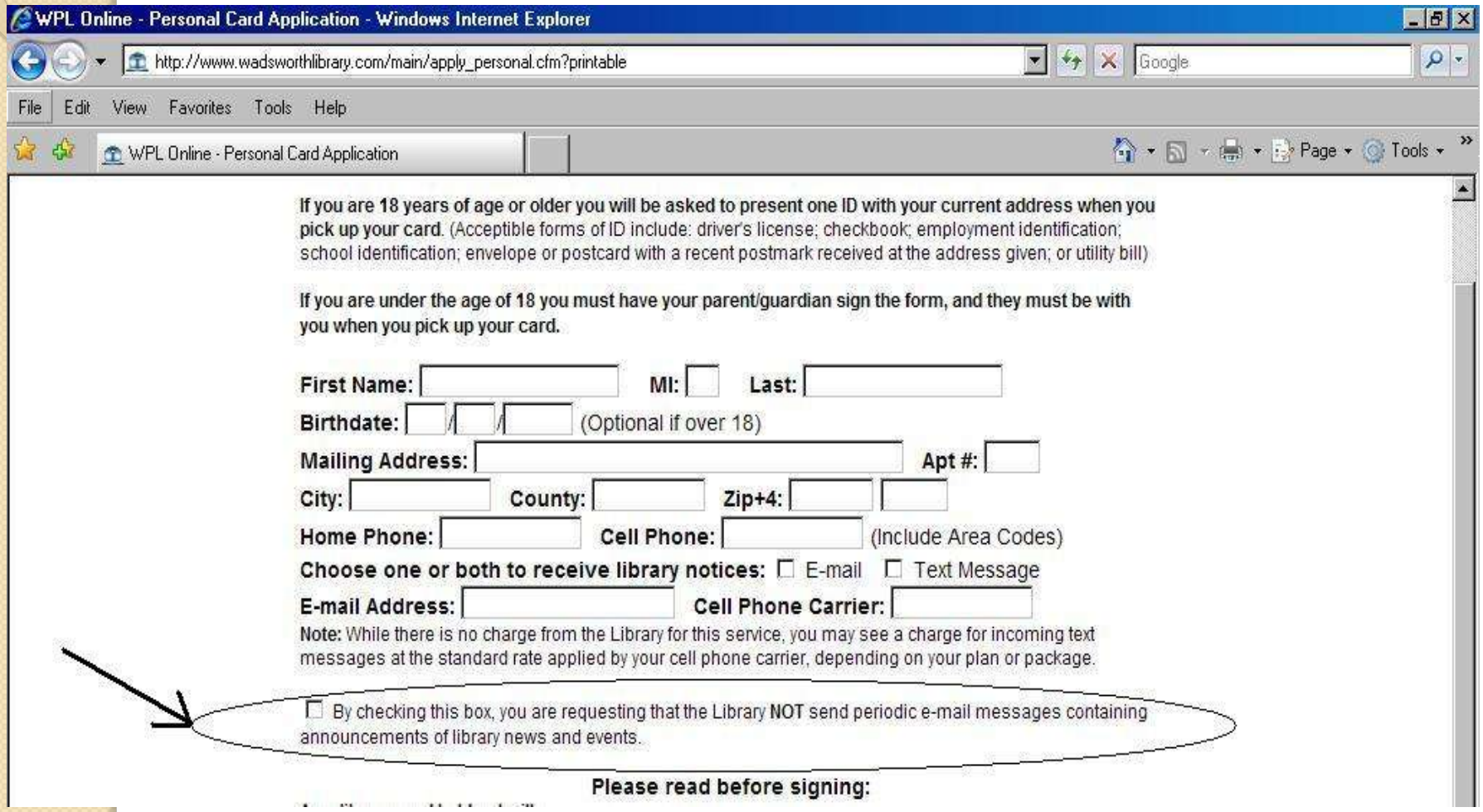


	Subject Text
1	A Courtesy Notice from the Wadsworth Public Library
2	A Notice from the Wadsworth Public Library
3	wadsworth public library wadsworth public library wadsworth public library
4	Hello! Your library items are now overdue. Return today or reply to renew.
5	This is a bill for missing library items. Return now & just owe the fine.
6	The library item you're waiting for is ready. We will hold for 1 week.
7	We're sorry. Your library hold has been cancelled. Reply for further help
8	Your library items are due soon. Renew or return now.
9	Here is your weekly library account update. Text users: Check WPL online.

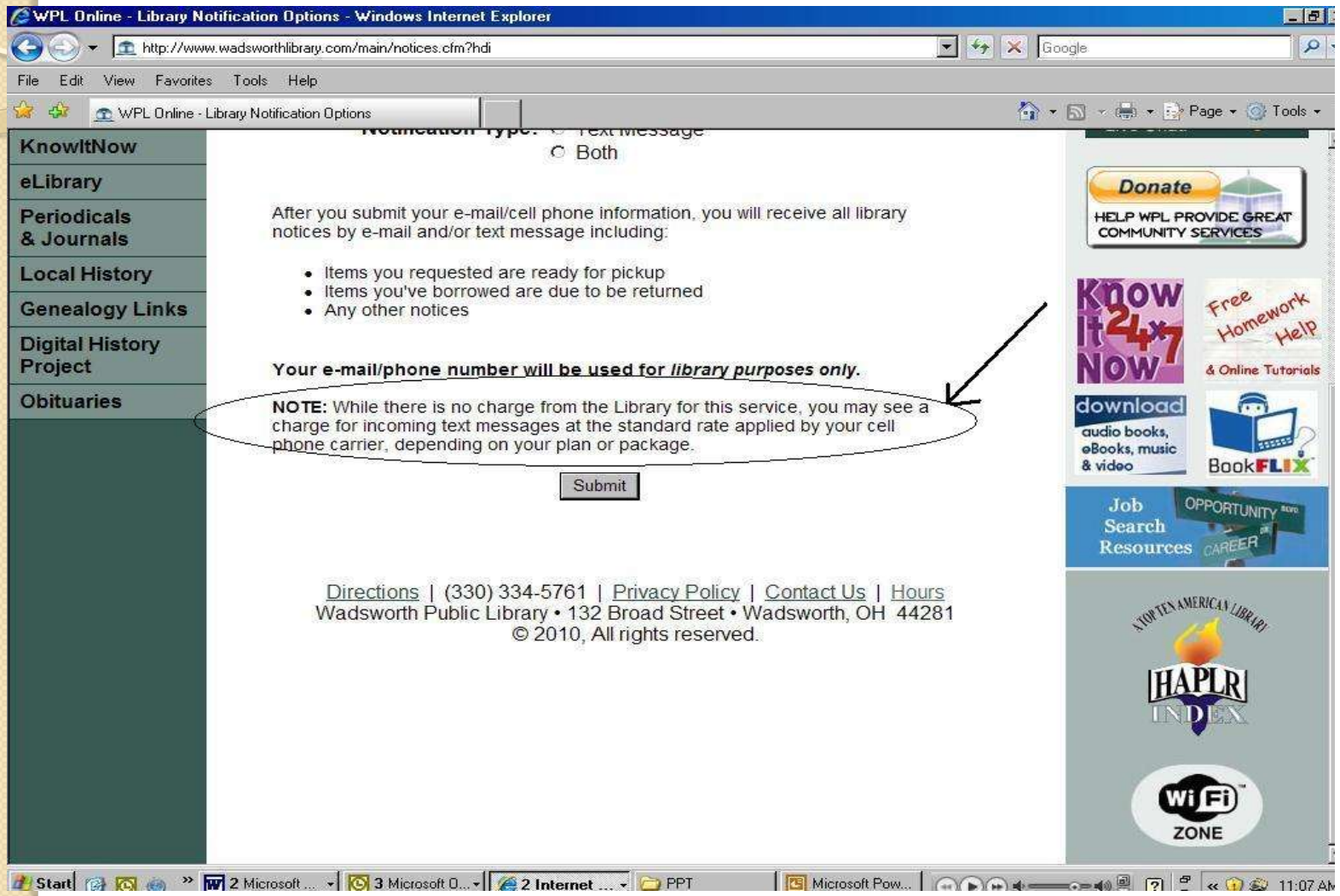
How to promote text messages

- Library website.
- Posted fliers/bookmarks .
- Library Newsletters.
- Library card application for new patrons.
- Opt-in from your website for existing patrons.

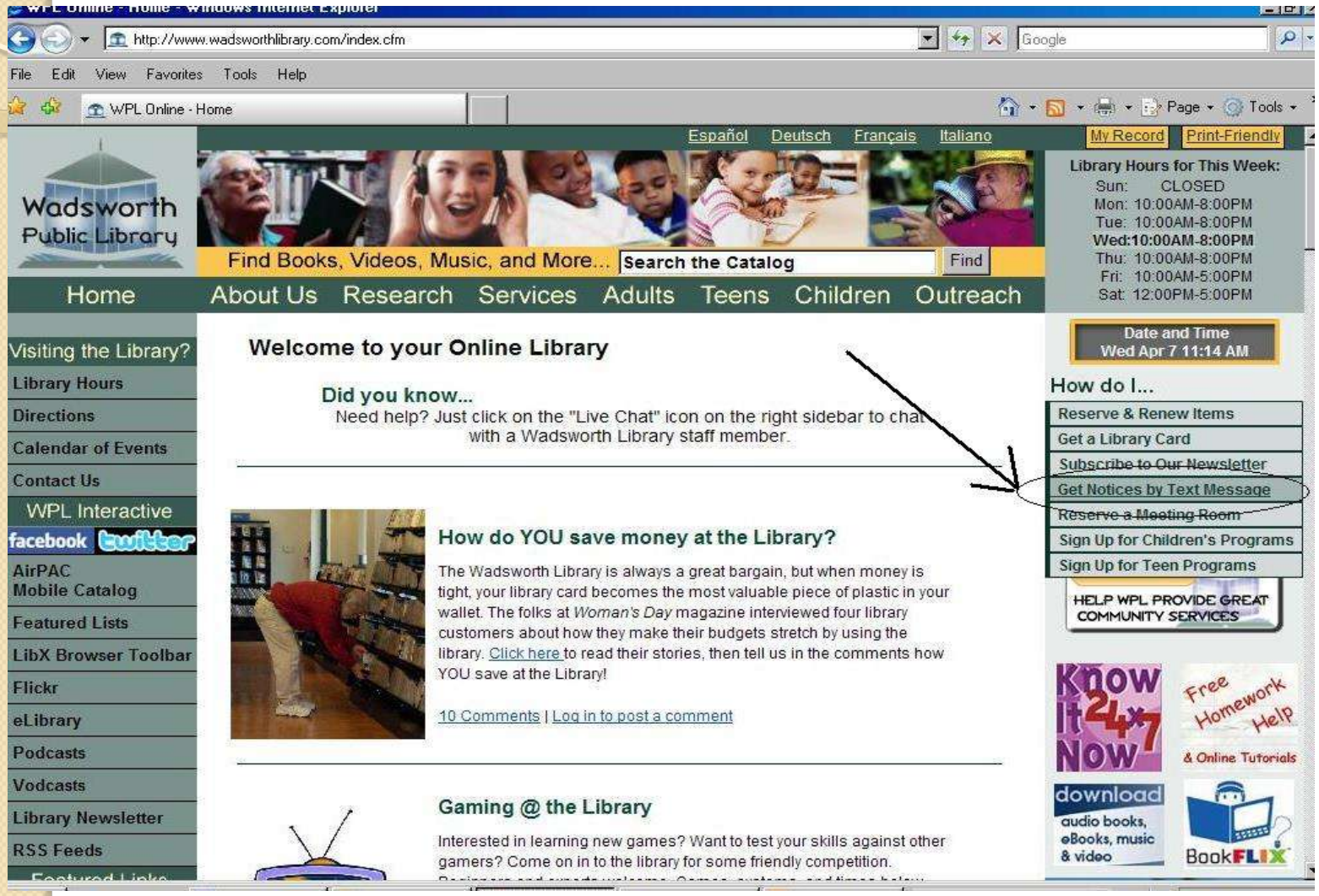
Library Card application



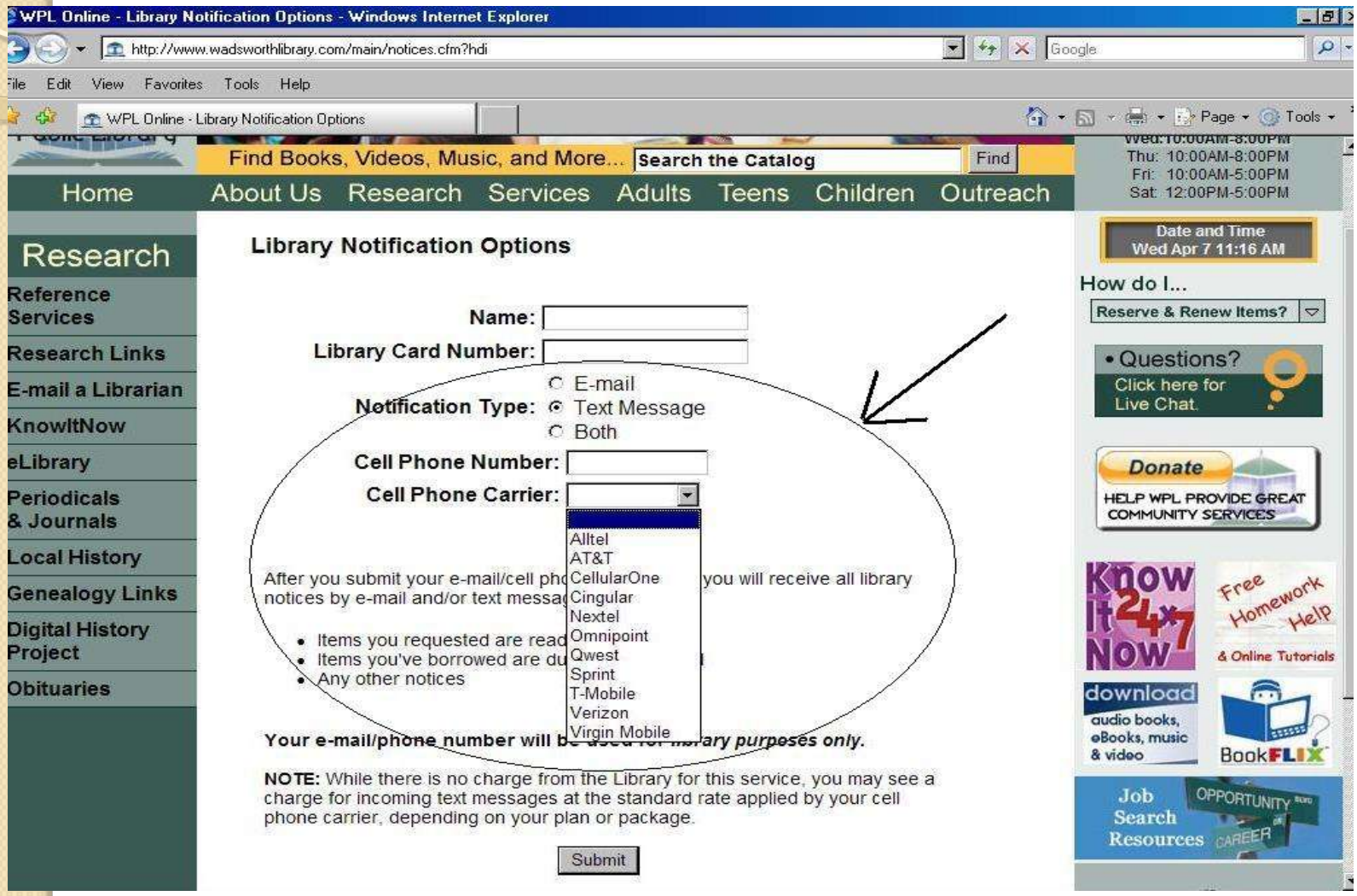
Point out to text Cost.



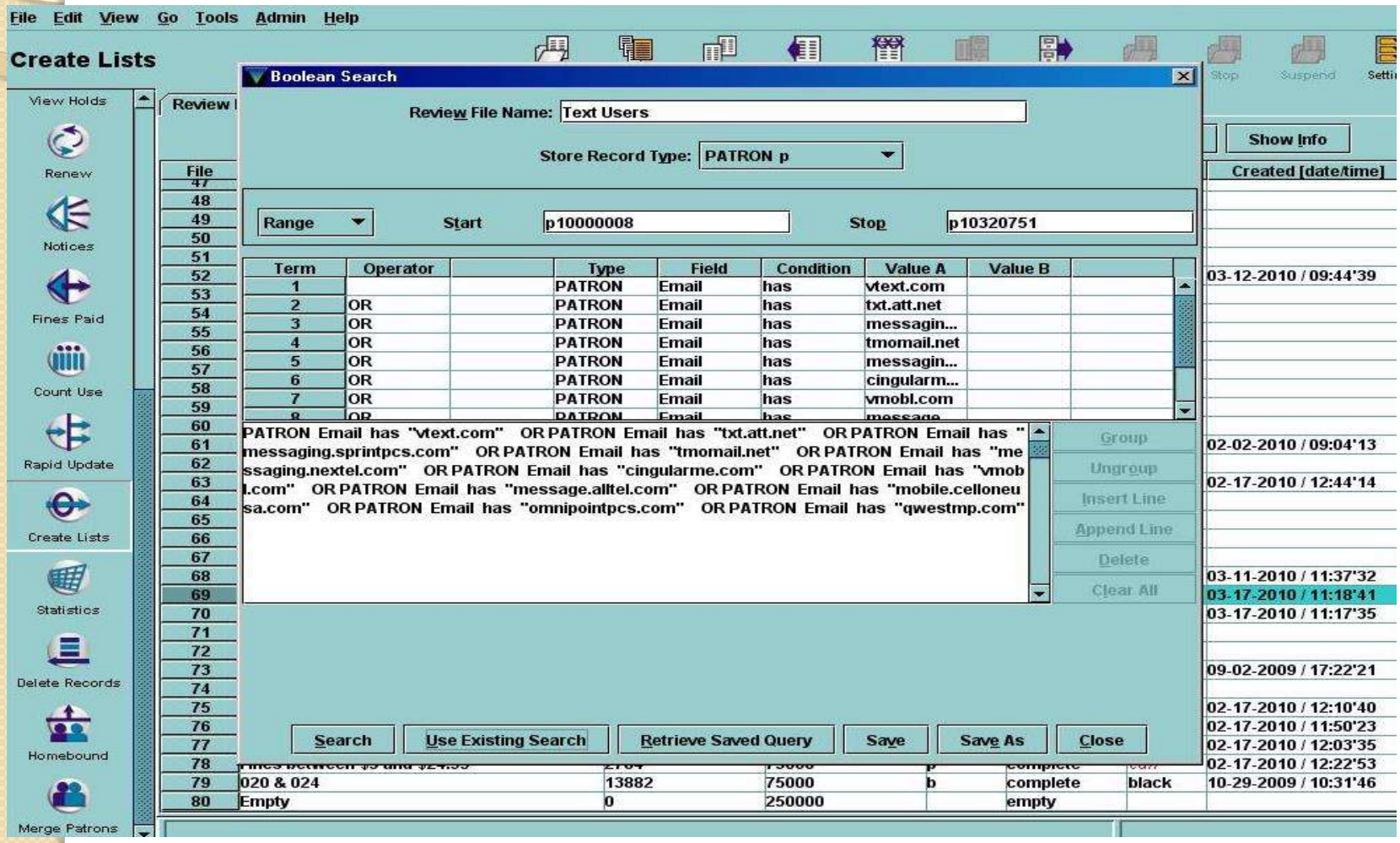
Opt-in from your website



Opt-in from your website



Is it working for you? Let's find out…



Tips

- Adjust time to send messages either early morning or late in the evening.
- No spaces between emails in patrons record.
- Test your system before you go live… have your staff serve as guinea pigs!
- Functions you might need authorization to: 373,701,018,186.

Don’t text and drive

Bad things can happen…

Questions time…..

Contact info

Mohamed A. Ragheb

Technology Manager

Wadsworth Public Library

Mohamed.ragheb@wadsworthlibrary.com

330-335-2600

IUG Clearinghouse Scripts

SMS OPTIONS

Christine Rigda, Systems Librarian
The University of Toledo
EGL-IUG, October 15, 2010

SMS Options

- IUG Clearinghouse: http://innovativeusers.org/iug-clearinghouse-menu
- 2 scripts available
  - Perl (original script)
  - PHP*
- Links lead to instruction page and files to download

Thank You!

- Adam Brin, Arizona State University: Original Perl script
- Joshua Kielas, University of Oregon: PHP script

What You Need

- Access to the Admin/Webmaster module
- A server with PHP installed and configured
- Ability to edit files on that server
- Mail capability from that server
- Some basic knowledge of javascript and PHP

PHP

- Downloaded off the web
- Easy to install
- Modify the php.ini file
  - [PHP_CURL]
    - extension=php_curl.dll (uncomment)
  - [Mail Function]: Define SMTP Server
    - SMTP = yourserver.university.edu
  - sendmail_from : define a reply-to address

Edits

- Prepare your wwwoptions file
  - TABLEPARAM_BIB_DETAIL : add id='bib_detail’
  - TABLEPARAM_BIB_ITEMS: add id='bib_items’
- Modify your stylesheet
- Modify toplogo.html (add javascript)
  - <script type="text/javascript" src='/screens/sms.js'> </script>

Edits

- bib_display.html
  - Copy and paste under the <!—{items}--> token

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File Edit View Go Tools Admin Reports Help

Web Master

Undo Redo Save Print Close

Millennium
Create Lists
Statistics
ASAA
Coverage Edit
Coverage Load
Web Options
Web Master
Data Exchange
Funds
Delete Records

Filename: /iiidb/http/staging/screens/bib_display.html

```
<div class="bibDisplayItemsMain" style="border:1px ridge #cccccc;">
<!--{items}-->
</div>
</div>

<!-- START SMS SEND SCRIPT -->
<div style='visibility:hidden' id='info'>You could get out a piece of paper, find a pencil, and write down this call number so that you can find it in the stacks.  Or you could text it to your phone!  The text message will contain the location, call number, and title of the item on this page.  Be careful if you don't have a text messaging plan for your phone - carrier charges may apply.<br><a href="#here" onClick="document.getElementById('info').style.visibility='hidden';return false" style='text-align:center'>close</a></div>
<!-- this is the button set we'll hide it if the BIB has no items -->
<div id=smsfeatures>
<a href="#here" name=smsbutton id=smsbutton onClick="showsms();return false;"><img src="/screens/smsbutton.gif" border=0></a>
<!-- <a href="#here"
onClick="findPos(document.getElementById('smsbutton'),document.getElementById('info'),-350,-100);document.getElementById('info').style.visibility='visible';return false;"><img src='/screens/smsq.gif' border=0></a><br> -->
</div>
<!-- a quick script to hide the SMS menu if there are no items. same as the javascript in the SMS form, but it's really just to see if the items exist.  If they don't, we hide the buttons -->
<script>
 var f = document.getElementById('bib_detail');
try {
 var itms = document.getElementById('bib_items');
 var tr = itms.getElementsByTagName('TR');
  for(i = 1; i < tr.length; i++) {
    var x=tr[i].getElementsByTagName('TD');
    if (x.length == 3) {
      var loc = x[0].innerHTML.replace(/(<([^>]+)>| )/ig,"");
      var call = x[1].innerHTML.replace(/(<([^>]+)>| )/ig,"");
      var status = x[2].innerHTML.replace(/(<([^>]+)>| )/ig,"");
    }
 }
} catch (e) {
document.getElementById('smsfeatures').style.visibility='hidden';
}
```

Edits

- Upload sms.js file to your /screens directory
- Change the server name to your server where your php file is stored.

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File Edit View Go Tools Admin Reports Help

Web Master

Undo Redo Save Print Close

Millennium
Create Lists
Statistics
ASAA
Coverage Edit
Coverage Load
Web Options
Web Master
Data Exchange
Funds
Delete Records

Filename: /iidb/http/staging/screens/sms2.js

```
// JavaScript Document

// set this to be the URL for the SMS script
var smsurl = "http://colaccess00.utad.utoledo.edu/sms2.php?";

  function showsms() {

            /*   This function shows the SMS layer and creates the form   */

try {

 var title = '';                        // we'll save the title here
 var debug = 0;                         // enable this to show alerts
 var f = document.getElementById('bib_detail');

 try {                                                                  // we use try/catch blocks to hide errors
  var tr = document.getElementsByTagName('TR');                 // we have to iterate through every TR b/c we can't get to the title otherwise
  for(i = 0; i < tr.length; i++) {                                      // for every TR in the document
   var xcells=tr[i].getElementsByTagName('TD');                         // get all of the Columns
   if (xcells.length == 2 && xcells[0].innerHTML == "Title") {  // if the row has 2 columns and the first one has the text of Title
    title = xcells[1].innerHTML.replace(/(<([^>]+)>)/ig,""); // strip out all of the HTML so we just have text
            if (debug > 0) alert('found title: ' + title);              // just a debug notice
   }
  }
 } catch (e) {}

 var sms = document.getElementById('sms');                              // this is the DIV that we're going to put the text into
 // we'll load the 'out' variable with all the html and then put it into the sms div
 var out = "<h3>Send the title, location, and call number of this item to your cell.</h3><p><strong>NOTE:</strong> Carrier charges may apply if your cell phone
service plan does not include free text messaging.</p>";

 out +="<form name='sms_form' id='sms_form' method='post'>";
 out += '<input type=\"hidden\" name=\"title\" value=\"'+title+'\">';       //dump the title into a hidden form variable
 out += '<fieldset class="phoneinfo"><legend>Phone information: </legend><label>Your cell number:</label><input name="phone" type="text" maxlength="10">
<span class="eg">(Enter the full 10 digits - no spaces, no dashes.)</span>';       // input for the phone #
```

Sms.php

- Add your library catalog URL
- Modify the fromAddress
- Modify the subject

```
        curl_setopt ($crl, CURLOPT_CONNECTTIMEOUT, $timeout);
        $ret = curl_exec($crl);
        curl_close($crl);
        return $ret;
}

//form variables
$phoneNumber        = trim($_GET['number']);
$provider           = trim($_GET['provider']);
$bib                = trim($_GET['bib']);

$item                   = $_GET['item']; //parse the item
$itemArray          = explode("|", $item);
$location           = trim($itemArray[0]);

//strip strange characters not handled by Safari from location
$location           = preg_replace('/[^A-Za-z0-9\-_\.\s]/', "", $location);
$location           = trim($location);

$callNumber         = trim($itemArray[1]);
$item                   = "\nLoc: ".$location."\nCall: ".$callNumber;
//echo "document.write('Debug: ".$location." ".$callNumber."');";

//Change this url to your own catalog
$url = "http://utmost.cl.utoledo.edu/record=".$bib;

//Use the bib number to get the title information for the item from the catalog
$catalogItemPage = get_url_contents($url);
preg_match('/fieldtag=t(.*)fieldtag=p/s', $catalogItemPage, $matches); //get the right secton of code
preg_match('/<strong>([^:]*).*<\/strong>/s', $matches[1], $matches2); //grab the title text before the colon
$title = trim($matches2[1]);

//verify that the call number and location are listed on the page for extra security
//if(!strstr($catalogItemPage, $callNumber) || !strstr($catalogItemPage, $location)){
//    echo "alert('There was a problem. Message not sent!');";
//    exit;
//}

//defined variables. Set the from address and subject as desired
$fromAddress        = 'UTLibrariesDoNotReply@utoledo.edu';
$subject            = "UT Libraries";

$providers = array(     'alltel'    => '@message.alltel.com',
                        'boost'     => '@myboostmobile.com',
                        'cingular'  => '@cingularme.com',
                        'cricket'   => '@mms.mycricket.com',
```

Next Step?

- Test, test and test some more
- If something doesn't work, start fresh and go through each step again

If It Doesn't Work

- Make sure PHP server can send mail
- Nearby on Shelf WWWOPTION
- Check how many columns in item table (script written for 3)
- CURL module activation (PHP)
- Search the IUG listserv

Author Rorty, Richard
Title Philosophy and social hope / Richard Rorty
Publisher London ; New York, N.Y. : Penguin Books, 1999

LOCATION	CALL NO.	STATUS
CARLSON General (4th fl)	B945 .R521x 1999	AVAILABLE

Resources

OhioLINK

Other Resources

Send via Text Message

Citation Cite this item (from WorldCat)

BOOK

Send the title, location, and call number of this item to your cell.

NOTE: Carrier charges may apply if your cell phone service plan does not include free text messaging.

Phone information:

Your cell number: [Enter the full 10 digits - no spaces, no dashes.] Your provider: Alltel

Item information:

Philosophy and social hope / Richard Rorty:

1. CARLSON General (4th fl) : B945 .R521x 1999 (AVAILABLE)

Send text message | Close

	Acknowledgemer		
	Preface		
	Introduction: Re		
I	Autobiographical		
	1	T	3
II	Hope in Place of		
	2	Truth without Correspondence to Reality	23
	3	A World, without Substances or Essences	47
	4	Ethics Without Principles	72
III	Some Applications of Pragmatism		

Statistics

- Access.log (on PHP server)
- Went live early September
- Average 20 texts/day

Questions?

Contact Info.:

christine.rigda@utoledo.edu