

Oct. 2012 Why Choose Mackin? Additional free services for you!

- MackinBooktalk.com for Kids! (Colorado award title website for kids)
- Booktalk Now for librarians-booktalk of great books by our certified librarians!
- Original Funds4books—100% of money earned goes directly into new books for your school
- MACKIN SELECT—subscription of new titles each month
- Free MackinVia demo: 32 Free ebooks to get started: www.mackin.com/VIA; mackin; mackindemo for MORE interactive and fun titles!(Try Frankenstein for Halloween!)
- Free collection development—lists provided by certified librarians upon request; recommended Adams 12 lists designated with green yellow or red diamond for levels
- Compendium of starred reviewed titles for last 6 months from 12 Professional Journals
- 4 full text journals online (SLJ, Horn Book, Library Media Connection, Publishers Weekly)
- Children's Literature Comprehensive Database—Additional free reviews and Look inside the book through World Cat and CLCD.
- FREE Collection Development/Title Match and custom lists to match your needs! Certified librarians hand select titles!
- Great Pricing!(often our simultaneous access ebook is less than single user from competitor!)
- Mackin Recommends—our librarians recommend new titles and list series titles
- Adams 12 recommended title lists:
 - Library collections for new nonfiction titles and new fiction titles
 - Common core and Colorado standards lists
 - Social Studies TCI lists
- Leveled libraries—custom designed
 - Free reading labels on all materials—library and classroom...just ask!
- Reading bags
- Classroom libraries—custom designed to meet your needs!
- Title I materials!
- IB lists!
- Shannon McIntock Miller—consultant at your service to help you! Edublog of the year!
- And Bobbi Craig---I was a certified librarian for 17 years at the elementary, middle and high school level. I was also an Instructional Technology Specialist for 2 years at the district level. I worked with 23 schools-- students and teachers to integrate new technology into the curriculum! I will be happy to talk with principals, provide inservices or training for staff, or whatever you feel would be most helpful to make the ebook transition easy and successful!!!

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Comparing Mackin VIA to Follett Shelf for access to online content

Category	Mackin VIA - Bobbi
# of unlimited access ebooks	40,000 + by Jan: 80,000
# single use ebooks	5, 000+ by Jan: 30,000
# of <i>fiction</i> ebooks available	3,000+ by Jan: ~30,000
# of <i>non-fiction</i> ebooks available	55,000; by Jan 130,000
# of publishers	200-300 or so depending on imprints; Jan 1 –1000 or more
Can student put ebooks on hold or store a list for future check-out?	Yes—requests are available. 24 hour hold; emails to student if they supply email address in registration of backpack
Do all your books open correctly on an iPad, iPod, or other Apple device? App?	Ipad app available. Some publishers use Flash and some and have not switched to our platform yet.
Do all your books open correctly on a tablet, cell phone, or other Droid device? App?	Yes... generally. app currently available for iPad; Android app for tablets currently available; app will be available for Android phone and iPhone shortly; Kindle and Nook coming soon. Right now you can access ebooks on phones etc. without an app. and scroll.
Downloadable Audio books available?	Yes...through Tales2Go and/or Tumblebooks AudioCloud subscription, also Mp3's, Playaways, Go Readers, Audio CD's
One patron, one checkout?	Multiple users for Tales2Go and Tumblebooks AudioCloud
Do all ebooks open in the same reader interface?	All MackinVia reader books open in same interface; publisher interface is also available
Can books be put into lists for individuals to access or search for a limited number of books?	Student backpack gives students control over their books; this is also used for checkout, read online, and downloading ebooks; Groups is also available for teachers to highlight certain titles.
What are the check-out options for ebooks? Check-in options?	Checkout, download and read online. Return to Cloud when finished or it expires after default of 7 days; option for up to 21 day checkouts.
Administrative Options – who can help students access and how?	Help screen; admin is offered to whomever needs it at school; Kim has overall account. Clerks, and TOSA's each can have access to account as well. Students need backpack to download books—

	school/district can upload Excel file to us or individual students may register backpacks. Admin manages all of Mackin VIA.
How do students log-in to check out an ebook?	They log into Mackin VIA using generic school ID, then log into their backpack to view backpack titles, check out or download ebooks. Active Directory will be available in next upgrade-by JAN.
Where do I go to update patron account and/or login information create Groups or Lists, manage settings & features, etc?	MACKIN ADMINISTATOR has control of settings, groups, usage, backpacks and all management of MackinVIA. 32 page manual and video and help section.
How do I run usage reports for ebooks?	Click on usage reports in Mackin admin; export to Excel or print
How do I “weed” the collection?	Mackin administrator simply unchecks active title in Settings
How do I keep my 1st graders from checking out an ebook written an older student?	
What training materials for teachers and students are available?	Flyers, brochures, bookmarks, videos, PDF admin manual, Bobbi willing to train schools, teachers, etc. Customer support--Lisa Lukens Adams 12 designated person in Customer Service department.
Technical support/customer service?	Mackin eService department/IT customer service/Bobbi—teacher/librarian/educational/instructional support
Categories?	Genre, topic, categories to choose from
Search Criteria?	Advanced Search—title, reading levels, keyword, categories, and more ! (15 criteria possible; 2,3,4, levels and more)
Cover Image?	All available
District VIA /School VIA?	Both are in one mackinVIA!! No need to log into two different shelves to access your school and district provided ebooks and databases.
Integration of other ebooks/databases into MackinVIA?	All of your eResources can reside on this platform; World book, Follett ebooks, Mackin ebooks, PebbleGo and KNOWLEDGE SUITE DATABASES, etc. One place for all your eResources!!

mackinVIA reader FAQ's

What is the mackinVIA Reader?

It's a cross-platform application that allows users to read Mackin-hosted titles in their mackinVIA account.

How do I get the mackinVIA Reader?

When you purchase titles hosted by Mackin, those titles will be viewed in the mackinVIA Reader, along with the complimentary Mackin Classic titles. The reader is available in five environments: online in the browser, iPad app, Android app, PC program and Mac program.

How do I get the mackinVIA app?

You can find it on iTunes, Google Play, or on Mackin.com if you want to download the PC/Mac program.

What does the mackinVIA app allow me to do?

The app allows you to view your checkouts for online reading or download them to your device for offline reading. You can also access your mackinVIA account online to find more books to check out.

What is the difference between online and offline?

Online reading is done through a web browser. The user's device or computer must be connected to the Internet. Offline reading can be done when the user is not connected. However, the book must first be downloaded from mackinVIA, which does require connectivity.

Can I view and/or download all the titles in mackinVIA using the app?

Only Mackin-hosted titles are viewable and/or downloadable in the mackinVIA Reader. Many schools also own ebooks hosted on other platforms.

What is on the list for the next round of enhancements to the mackinVIA Reader?

Dictionary, notes, highlights and Easybib citations along with "Take AR Quiz" button and My Notebook page on the mackinVIA website.

Will we have some way to integrate with student management systems such as Infinite Campus?
Yes.

Will our admin users have some way to give teachers permission to create and edit groups?
Yes.

What new enhancements are coming? We are working on enhancing our internal title management system and Mackin.com to allow customers to search for specific attributes, features, license types and access models. We also hope to allow previews of Mackin-hosted titles.

What platforms are supported by the mackinVIA Reader?

Online = IE, Safari, Firefox, Chrome

Offline = iOS for iPad, Android for tablets, PC, Mac (app required)

Does the mackinVIA Reader require Flash?

When reading in the browser, the reader does require flash. When reading through the app, flash is not required. That is one reason it works with the iPad.

What devices are supported?

The mackinVIA Reader can be used on Windows and Mac desktops and laptops, iPads, Android tablets such as the Samsung Galaxy Tab and Motorola Xoom.

What about the Kindle Fire and the Nook Tablet?

We do not currently offer apps for the Kindle Fire or Nook Tablet, but we hope to soon. Please keep in mind, mackinVIA is accessible through the browser on all connected devices.

What about smartphones?

The mackinVIA Reader is designed for larger screens. We will have a version of the app specifically designed for iPhones and Android smartphones soon.