

EMS Case Study *Martin County Library System*



From Lake Okeechobee to the Atlantic

Stretching from the eastern shores of Lake Okeechobee to the Atlantic Ocean, Florida's Martin County is as varied in its geography as it is in its population. In addition to its year-round citizens, Martin County is the seasonal destination of a large retiree community as well as a number of professional sports figures and corporate executives.

The Martin County Library System (MCLS) serves the "educational, recreational, cultural and intellectual needs" of its diverse community. The system's multiple branch libraries host a wide variety of events such as staff meetings, computer classes, government meetings and children's activities.

The Problem with Personal Calendars

The Martin County Library System consists of a main library and five branch libraries. The main Blake Library hosts nearly 2,700 meetings and events each year. George Seaman is responsible for space management at MCLS. When he came to work for the library system, the branch libraries were scheduling their space manually in separate reservation books. The Blake Library, Seaman's base of operations, was struggling to use the Microsoft® Outlook® personal calendar program to schedule their rooms.

"The old system just wasn't designed for room booking," said Seaman. "We knew that from the start, and only used it because it came installed on our computers. All it did was put an appointment on a calendar." Before long, it was clear that the scheduling of the Blake Library would require a computer program specifically designed for event management. As Seaman observes, "We needed functions that Outlook couldn't provide, including event-related reports and resource tracking." And even more important was finding a system that would prevent double bookings.

Fast Facts

- Satisfied EMS user for **8 years**
- **Increased** EMS use from one branch to entire library system
- Enjoys stellar **support**

A Thorough Search for the Right Solution

Over a three year period, Seaman researched the room scheduling software market, looking at everything from free, internet-based calendaring services to high-priced, top-end solutions. In total, he reviewed more than 20 scheduling systems, looking for one that could provide billing, resource management and reporting capabilities with the "easy viewability" of events.

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On the advice of a coworker who did a search for “event management software” on the internet, Seaman went to www.dea.com to check out the products offered by Dean Evans & Associates, Inc. After a thorough review, he settled on EMS Professional and MCLS made the purchase.

Forming a Lasting Partnership

After eight years using EMS, Seaman is a devoted EMS Professional and Virtual user and still impressed by the Reservation Book feature that he and his staff use on a daily basis to quickly see what kind of events each library branch is hosting.

“Everything just flows. It’s there. It’s dependable. We don’t worry about it. It works,” Seaman recently said. “We’re still thrilled to death with it.”

All six branches of MCLS are now using EMS software to efficiently schedule and keep track of their events. Avoiding double bookings has become increasingly important, because, in these tough economic times, the library system is renting out some of its 30 meeting spaces while reserving others for private use.

In addition to the Reservation Book, which Seaman deems both user-friendly and “key” to the libraries’ daily operation, he said what really makes EMS stand out is the customer support.

“We get answers. If you don’t have answers, we get call backs and we get emails,” Seaman said.

“100 percent of the problems I’ve had with EMS have been with ignorant operators. I’ve never had a problem with the software or the customer service.”

Over the years, he has recommended EMS to other library administrators and knows of at least two who have heeded his warning that, “You’re foolish if you don’t buy it.”

EMS’ intuitive interface has increased productivity throughout the library system, he added.

“Everybody likes the look and feel of the dashboard and the buttons,” Seaman said, citing how easy-to-use the software is for his staff. “Poof! It’s done.”

Today and Tomorrow in Martin County

Today, George Seaman and the Martin County Library System are getting everything they had hoped for out of their event scheduling system: increased efficiency, improved staff communication, a better-informed visitor community, an end to the fear of double bookings and valuable facility use statistics.

With MCLS being a “benchmark library system” for the State of Florida, tomorrow may find EMS making life easier for an even greater number of librarians and facility managers in the Sunshine State!

For more information on Dean Evans & Associates, and the company’s event management, master calendaring, online registration and surveying software products, go to www.dea.com or contact the Sales department at sales@dea.com or

1.800.440.3994 ext. 863.

