

E-Content User's Group Meeting

Meeting Minutes

Thursday May 5, 2016

Trenton Veterans Memorial Library

OverDrive Presentation by Zach Bischof, Collection Development Specialist, and Andy Bucher, Account Specialist of Library Partner Services

Partner Analysis Review packets were passed out (See attached document). This review provides greater insights into the TLN collection.

Some key points:

-There is a growing demand for audiobooks

-The ebooks stats were surprising because there wasn't as much growth as expenditure. This is most likely due to the Holds Manager. Most of the budget is goes towards holds. Much of this happened after we changed the checkout period from 14 to 21days. In order to increase circulation, OD (OverDrive) highly recommends more curated collections. Libraries have seen circulation boosts through frequently updating curated collections. Christy Havens and Mary Robinson have adding featured lists. Beyond the auto-generated lists like New eBook, Audiobook and Video, Most Popular, Lost in the Virtual Stacks, there are 4 curated collections: Get Outside!, Books Becoming Movies in 2016 &2017, Do you Downton? For the Downton Abbey Enthusiast, and Cozy Cookbooks. The new Download Destination interface, hopefully arriving by the end of the summer, will prominently feature curated collections in a carousel on the top of the home page.

-Several peer comparisons were available. Jim asked who our peers were. OD responded that our peers are other similar consortiums in terms of size and budget. For the most part, the TLN collection is right in the middle of our peer group, except for youth and teen collections and activity. In response to this, OverDrive offered us their Kids and Teen Room feature for free as long as we promote it and put content in to them. Policy Committee to discuss.

-for Circulation and Content Spend Growth, the statistics show that our circulations increase when we spend more and circs decline when less is spent.

-Our top subjects are romance, thriller, and suspense. Historical fiction is also doing well, which is unique in comparison to our peers. Romance is currently doing well, but OD recommended that we push thriller and suspense in our curated featured collections.

-In regards to waiting for a hold, our average user has to wait 23.5 days for a title. This, of course, isn't ideal in this digital age of immediate access. Carol asked if it would be possible to decrease the lending period for the most popular titles, decreasing the wait for these 'hot' titles. If given a list, OD said they can manually shorten the checkout period for highly popular titles. However, we'd have to keep track of the titles in order to have them returned to the regular checkout period after their popularity wanes. This limit would be across the board for a title – regardless if it's in the consortium collection or advantage. OD said they can place an alert on these short-loan titles. The Policy Committee to explore this option. OverDrive also recommended that we raise the checkout limit to 10 instead of 6.

-In regards to total content expenditure compared to our peers, we are right in the middle.

In summary OD recommended we push circulation by creating curated collections, and by activating the Kids and Teens Room feature, interest should be generated in those audience areas.

Following the presentation, Zach and Andy gave us a peek at the **new OD cloud interface**, that should be available in the late summer. A few highlights are:

-the hero bar, or featured collection carousel on the top of the page.

-patrons can borrow directly from the home page.

-instead of the black/gray book and audiobook icons, the words Available and Wait List are now used. However, we will have to look under the book cover to see its format.

-lending period can be changed with a click before checking out the book instead of needing to go to setting first.

-Each title has a static URL. These static URLs will allow users to direct link to items in the OD collection. This will be helpful for creating QR codes and promoting unique titles.

OD has created a new Resource Center, and encourage us to visit it for promotional materials and when creating new lists and handouts. <http://resources.overdrive.com>

Advantage 3.0. As the new OverDrive is rolled out those that have the Advantage platform will have new customizable options to better connect with users. Each member library will have their own unique, static URL to more easily promote their service. Advantage members will be able to customize their collection site with their logo and colors. Another new feature is the ability to curate collections for individual advantage collections. Additionally, there will be the ability to transfer titles from Advantage collections into the consortium collection once popularity of certain titles slow down. Only titles that have specific criteria are eligible for transfer - a title must be in the Advantage collection for at least a year and it cannot have active holds or checkouts on it. Eventually advantage libraries will be able to pick and choose which titles they would like to transfer. There will also be better reporting options.

They also introduced the new **OD App** (called Dewey?). However, it is still in beta so they could only give a brief overview. The best thing about the new app is that the library and the shelf are on the same page and within a click of each other. They expect this to be available by late summer as well.

This concluded our visit with Zach Bischof and Andy Bucher from OverDrive.

1. The meeting began with a **Call to order**

Chair Dustin Brown called the meeting to order at 10:03.

2. **Approval of agenda**

James Lenze moved to approve the agenda. Second by Carol Deckert.
Motion carried; meeting agenda approved.

3. **Approval of Minutes of Feb 4, 2016**

Colleen Tabaka moved to approve the minutes of the February 4th. Second by Amy Rosen.
Motion carried; meeting minutes approved.

4. **Download Destination**

- a. Library donation to group content budget change. The Policy Committee will no longer allow libraries to donate money and purchase items for the consortium collection. Money can be donated but Download Destination selectors will determine how it will be spent. The new Advantage transfer of titles feature will allow libraries to donate specific titles into the consortium collection, if they would like to do so.
- b. Budget review and future considerations. Report by Renee Holden. Compared to this time last year, over half the budget is going towards holds. We will make it to the end of the year with all our budget going towards holds, but it will be very tight. The budget is available on the e-Content page of the TLN website.

5. **Zinio**

- a. New Zinio contract update. Jim Flury reported that the new Zinio contract of 175 titles for the period May 1, 2016 through April 30, 2017 is done. The 40 lowest circulating titles were dropped as subscriptions. Back issues of all 279 titles, including the 65 or so "one time publication only" titles, as well as those titles that either ceased publication, or chose not to renew their contract with Zinio for Libraries, will remain part of the collection. This contract will hold for the next 3 years. However, participating libraries can revisit whether they want to renew it at the end of each year.

6. **Odilo** business update. Dustin Brown reported that Commerce and Garden City are exploring the Odilo Book Club feature that was offered to us by Odilo at the last meeting. There are some glitches, but some nice features as well.

7. **Other business.** Jim Flury is meeting with Midwest Tapes on May 6th, to discuss what they are willing to offer consortia. Hoopla is a pay-per-download model.

8. **Adjournment** at 11:40am

Next Meeting August 4th in Chelsea

Attendance

Mary Robinson	NOVI
Carol Deckert	REDF
Michael McEvoy	NORT
Christy Havens	YPSI
Donna Jensen	TREN
Brad Reuter	CIDL
Sarah Milroy	NORT
Dustin Brown	COMM
Jim Flury	TLN
Kassi Gilbert	ROMS
Vanessa Morris	TAYL
Karen Smith	LVCC
Brandi Swinehart	ALPK
Renee Holden	AUBN
Amy Rosen	WHLK
Colleen Tabaka	TAYL
James Lenze	GARC