

Digital Library Advisory Group
Monday, May 22nd, 2023 - 1:00pm

Digital Library Meeting

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Attendance:

1. Erika Jenns, STLS
2. Tina Dalton, Cuba
3. Karen Smith, Whitesville
4. Melanie Miller, Alfred
5. Jess Westlake, Montour
6. Angela Gonzalez, PYPL
7. Connie Ogilvie, CCLD
8. Kelly Povero, Watkins
9. Linda Reimer, SSCL
10. Raeanne Smith, Scio/Genesee

Agenda:

1. New recommendation for selectors 50/50 ebooks/audiobooks
2. Libby Features: Deep Search & Notify Me
 - o Recommending titles - reminder
3. Promotion:
 - o RLA Bookmarks
 - o PIN-Password
4. Overview - Digital collection usage trends

Minutes:

1. Suggestion that purchasing based on cart cost is less effective because audiobooks are so expensive. Instead, we should focus on number of copies in each order - 50% of total number of copies in each cart should be audiobooks.
 - Erika will go to the DAC with the new 50/50 recommendation based on number of copies per cart.
2. Libby features: Deep Search & Notify Me
 - OverDrive FAQs page: <https://resources.overdrive.com/notify-me-faqs/>
 - Deep search is a feature that allows users to discover titles that are not yet in our collection.
 - When a user finds such a title, they can add a Notify Me tag to be alerted if we acquire the title in the future.
 - There are two ways for users to discover titles that are not yet in our collection:
 - If a user searches for a title, author, or series and it returns no results, Libby will automatically expand into a “deep search” to display relevant titles that are not yet in our collection but are available in the wider OverDrive Marketplace catalog*.
 - If a user runs a search that returns fewer than 100 results, they can **manually apply** a new filter (called deep search) to expand their search across the wider OverDrive Marketplace catalog.

**From the expanded search results, users with access to multiple libraries will see relevant results from other saved libraries and titles that are not currently offered by any of their libraries. If a title isn't offered by any, the user can add a Notify Me tag to be notified if one of their libraries adds it.*

- Here is an example scenario:

A user has two library cards—one at library A and another at library B. The user searches for a specific title at Library A, their active library. Library A does not have any matches for the title so Libby expands their search and displays relevant titles in the wider OverDrive Marketplace catalog.

Library B has the title and it's available to borrow. The user sees the option to borrow the title from Library B.

If Library B didn't have the title, the user would still see it in search results, with the option to add a Notify Me tag.
- Note:

- Users must manually apply the Deep Search filter - Libby does not do this automatically, unless no results are returned. I personally find this frustrating.
- Unlike Recommend to Library, users can add as many notify me tags as they'd like. RTL was limited to 3/week. I hope this will lead to more user-driven purchasing.
- Also, unlike RTL, adding a Notify Me tag does not automatically place the user on the holds list for that title. They will be notified when one of their libraries buys the title, and from there, they have to manually place a hold. Users should check their notification settings in the Libby app to be sure they are receiving notifications about Notify Me tags.
- These features are ONLY available in Libby. RTL is gone, and these new features *are not* available in the browser version of OverDrive.
- Marketing kit from OverDrive for Deep Search/Notify Me: [https://static.od-cdn.com/Notify Me and Deep Search Marketing Kit 0223.zip](https://static.od-cdn.com/Notify%20Me%20and%20Deep%20Search%20Marketing%20Kit%200223.zip)
- A reminder to all STLS member libraries: you can email patron recommendations directly to Erika (jennse@stls.org) or you can submit them through the CCLD eDesk (edesk@stls.org).

3. Promotion

- RLA Bookmarks: These went out in delivery (via green pouches) on Friday, May 19th. Each library received a bundle of 20. If these are useful, and your library needs more, please let Erika know (jennse@stls.org).
- PIN - Password: At the ILS meeting on May 17th, Mandy discussed the PIN to password update. STLS is moving to secure passwords, instead of the previously used 4-digit PIN. Patrons have the option to update now, but will be forced to update when PINs expire in mid-June. Please start advertising the change to your patrons and help them update to secure passwords.
 - FAQ Doc: https://starcat.stls.org/custom/web/PIN_Password_FAQ.pdf
 - You'll see a banner in the Libby app, in OverDrive (via web browser), and in STARCat advertising this change and providing a link to the FAQ doc above.

4. Overview - digital collection usage trends

- These reports were created based on questions asked at the OverDrive Selectors Meetings.
 - How are YA titles circulating?
 - How do holds on audiobooks compare to ebook holds?

- Is demand for audiobooks demonstrated through holds and checkouts?
- What circs more fic vs non-fic? What about audio fic vs non-fic?
- Let's look at the data:
See linked slides.

5. Upcoming meeting dates (all at 1:00pm)

- Monday, August 21, 2023
- Monday, September 18, 2023
- Monday, November 20, 2023