Digital vs. Print Resources

How will we know when we strike the right balance?

Sarah C. Weisman
Corning Community College

Southern Tier Library System
Annual Meeting and Conference
October 6, 2015
Collection Management at CCC

- Overhauled collection management guidelines
  - Reaffirmed core mission
  - Reviewed best practices
- Construction project provided further opportunities to assess collection and future directions
- Review the changing needs of students
Circulation
September 1, 2014 - August 30, 2015

- Books-Academic Collection: 36%
- Ebrary Electronic Book (title sessions): 15%
- Video (DVD): 12%
- Equipment: 11%
- Magazine: 4%
- Music (CD): 20%
- Films on Demand Streaming Video (title views): 1%
- Textbooks/Reserves: 1%
- Popular: 1%

<table>
<thead>
<tr>
<th>Type</th>
<th>Total Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books-Academic Collection</td>
<td>590</td>
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<tr>
<td>Ebrary Electronic Book (title sessions)</td>
<td>1973</td>
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<tr>
<td>Video (DVD)</td>
<td>44</td>
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<tr>
<td>Equipment</td>
<td>796</td>
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<tr>
<td>Magazine</td>
<td>0</td>
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<tr>
<td>Music (CD)</td>
<td>57</td>
</tr>
<tr>
<td>Films on Demand Streaming Video</td>
<td>672</td>
</tr>
<tr>
<td>Textbooks/Reserves</td>
<td>1103</td>
</tr>
<tr>
<td>Popular</td>
<td>220</td>
</tr>
</tbody>
</table>
Collection Management in a public library setting

...is much more complicated!
Trend watching

- Library literature and listservs
- Conferences
- Annual surveys
- Mainstream media
- Think tanks, polling organizations
Pew Research Center
http://www.pewresearch.org

- Conducts public opinion polling, demographic research, media content analysis and other empirical social science research
- Reports on the issues, attitudes and trends shaping America and the world
- Nonpartisan “fact tank” - does not take policy positions
Question
Smartphones

- 64% American adults own a smartphone
- 10% adults with a smartphone do not have broadband at home
- 15% adults with a smartphone have a limited number of options for going online other than their cell phone
Nearly 75% of teens (13-17) have access to a smartphone

91% of teens go online from mobile devices at least occasionally

94% of these “mobile teens” go online daily or more often
Other devices

- 32% adults own an e-reader
- 42% adults own a tablet computer
“Libraries at the Crossroads”
September 2015 Pew Research Center report

- Who uses libraries and what they do there
- Libraries and services for learning, key groups, and economic opportunities
- Perceptions of libraries as community anchors by demographic
“Libraries at the Crossroads”

- What should libraries do with their books?
  - 30% ages 16 and over – “definitely” move some print books out of public areas to free up space
  - 40% said “maybe”
  - 25% said “definitely not”

- Same question in 2012:
  - 20% - “definitely”
  - 36% – “definitely not”
Mobile access of library websites on the rise

- 22% of those 16 and older have used library websites in the past year
- 50% accessed the library websites using a mobile device (tablet computer or smartphone) – compared to 39% in 2012
38% of adults know they can borrow e-books from the public library (31% said this is 2012). Of this number, 16% have borrowed an e-book.

- 6% of all those ages 16 and older have borrowed an e-book from their library

But, 46% of adults don’t know if their library lends e-books

At least 90% of public libraries lend e-books
Question
Future of e-reading

* ...is on the phone

https://www.flickr.com/photos/bestboyzde/21507086299
Question
STLS Collection and Circulation

Digital and Physical
STLS Digital Offerings

� Overdrive
  • E-books
  • Audiobooks
  • Movies

� Freegal music

� Zinio magazines
Digital resources

- Pros and cons
  - Patron perspective
  - Staff perspective
Digital Holdings by Format

Note: Digital Music not shown – millions of titles are available on Freegal.
Digital Circulation by Format

July 1, 2014 - June 30, 2015

- Ebooks: 51%
- Digital Audiobooks: 13%
- Streaming Video: 0%
- Digital Magazines: 0%
- Digital Music: 36%

<table>
<thead>
<tr>
<th>Format</th>
<th>Total Circulation</th>
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<tbody>
<tr>
<td>Ebooks</td>
<td>60,642</td>
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<tr>
<td>Digital Audiobooks</td>
<td>20,890</td>
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<td>Streaming Video</td>
<td>583</td>
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<tr>
<td>Digital Magazines</td>
<td>0</td>
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<tr>
<td>Digital Music</td>
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Physical Holdings by Format

<table>
<thead>
<tr>
<th>Format</th>
<th>Total Copies</th>
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<tr>
<td>Book</td>
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<tr>
<td>Microfilm</td>
<td>175,733</td>
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<tr>
<td>Video (DVD)</td>
<td>92,802</td>
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<tr>
<td>Audio Book (CD)</td>
<td>20,669</td>
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<tr>
<td>Magazine</td>
<td>19,013</td>
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<tr>
<td>Music (CD)</td>
<td>17,155</td>
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</tbody>
</table>
Total Holdings by Format

- Book: 75%
- Ebooks: 7%
- Digital Audiobooks: 13%
- Microfilm: 0%
- Video (DVD): 2%
- Streaming Video: 0%
- Audio Book (CD): 0%
- Magazine: 1%
- Digital Magazines: 0%
- Music (CD): 1%
- Digital Music: 0%
## Total Holdings by Format

<table>
<thead>
<tr>
<th>Format</th>
<th>Total Copies</th>
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<tbody>
<tr>
<td>Book</td>
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<tr>
<td>Ebooks</td>
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<td>Digital Audiobooks</td>
<td>2,373</td>
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<td>Video (DVD)</td>
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<tr>
<td>Streaming Video</td>
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<tr>
<td>Audio Book (CD)</td>
<td>20,669</td>
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<tr>
<td>Magazine</td>
<td>19,013</td>
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<tr>
<td>Digital Magazines</td>
<td>89</td>
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<tr>
<td>Music (CD)</td>
<td>17,155</td>
</tr>
<tr>
<td>Digital Music</td>
<td>0</td>
</tr>
</tbody>
</table>

*Note: Digital content figures only reflect number of titles*
Total Circ by Format

July 1, 2014 - June 30, 2015

- Book: 52%
- Ebooks: 6%
- Digital Audiobooks: 2%
- Microfilm: 0%
- Video (DVD): 1%
- Streaming Video: 3%
- Audio Book (CD): 1%
- Magazine: 0%
- Digital Magazine: 0%
- Music (CD): 2%
- Digital Music: 9%
## Total Circ by Format

<table>
<thead>
<tr>
<th>Format</th>
<th>Total Circulation</th>
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<tbody>
<tr>
<td>Book</td>
<td>509,453</td>
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<tr>
<td>Ebooks</td>
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<td>Digital Audiobooks</td>
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<td>Microfilm</td>
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<td>Video (DVD)</td>
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<td>Music (CD)</td>
<td>18,465</td>
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<tr>
<td>Digital Music</td>
<td>86,285</td>
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</tbody>
</table>
Library Journal’s 2015 Materials Survey

- Annual survey of public libraries – budget and circulation
- Print books – 57.7% circulation (down from 66.8% in 2011)
  - STLS – 52% circulation
- E-books – 5.4% circulation (up from 1.4% in 2011)
  - STLS – 6% circulation
- Media – 33.7% circulation (up from 29.1% in 2011)
Conclusion

- Read, watch, listen, play, other
- Publicity is key
References


Pew Research Center. “Mobile Technology Fact Sheet.” Available at: http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/


Questions?

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