

Digital Library Advisory Group Meeting

Wednesday, August 28th, 2019 - 1:00pm

Attendance:

Brad Turner - SSCL, online

Erika Jenns - STLS

Linda Reimer - SSCL

Keturah Cappadonia - STLS

Stephen Salino - Watkins Glen, online

Melanie Miller - Alfred, online

Candy Wilson - Savona, online

Brian Hildreth - STLS

Jennie Lewis - CCLD, online

Agenda:

1. Buying pre-order titles

a. Let's decide on a limit for how far in advance we'll purchase these titles.

Preorder: The 19th Christmas
Women's Murder Club Series, Book 19
Women's Murder Club
James Patterson, Maxine Paetro
Hachette Digital, Inc. | Little, Brown and Company

Adult Fiction
Mystery, Suspense, Thriller
Fiction / Mystery & Detective / Women Sleuths
Fiction / Thrillers / Suspense
Fiction / Thrillers / Legal

Language(s): English
On-sale date: 6/30/2019
Street date: **Estimated 10/7/2019**

This is a preorder title. If you purchase it now, it will be added to your OverDrive website so your end users can start placing holds. You will not be invoiced until its street date. Metadata (price, street date, etc.) may change as the title is finalized by the publisher.

Unit(s): ADD TO MAIN CART

Estimated \$65.00
MA: 24 months \$65.00

Kindle Book
Adobe EPUB

Own OC/OU: 0 | Own MA: 1 | Own SU: No | Own CPC: No | Lucky Day copies: 0 | Holds: 14 | Holds ratio: 14

2. Changes to publisher lending/purchasing models - windowing/embargoes

a. What are the new models?

- i. Titles' availability on OverDrive will be delayed past the date of publication.
- ii. Embargoes -
- iii. Hachette - Effective July 1, 2-year term for all ebook and audiobook titles, includes audiobooks by Blackstone
- iv. Blackstone audio - effective July 1 - 90-day window one all new releases published by Blackstone
- v. Simon & Schuster
Effective August 1 - 2-year term for all ebook and audiobook titles, prices between \$40-50 USD per until for ebooks

- vi. Macmillan
Effective Nov. 1
For first 8 week: can only buy 1 copy inn One copy/one user model. This is an "archive copy" so OC/OU
2-year term after release date - any additional copies purchased 8 weeks later - are metered for 2 years

3. Curation

- a. Lucky Day collection
 - i. How's it going?
 - ii. Should we keep purchasing titles for this?
 - b. Curation suggestions from OverDrive:
 - i. Suggestion from OverDrive: Curate "Available Now" content, so show all titles - but show available titles first
 - ii. Highlight simultaneous use and cost-per-circ titles (Use more One Copy/One User and fewer metered titles when possible)
 - c. J. D. Salinger books – free gift from OverDrive
 - i. Your library has won free electronic editions of the complete published works of J. D. Salinger: The Catcher in the Rye, Nine Stories, Franny and Zooey, and Raise High the Roof Beam, Carpenters and Seymour—An Introduction.
 - ii. These four classic works became available as ebooks for the first time ever on August 13, 2019, as part of a yearlong celebration of the centennial of J. D. Salinger and his immeasurable contributions to literature.
 - iii. In the spirit of accessibility and availability of Salinger's work for all readers, this ebook publication places a special focus on libraries—most notably, a 1,000-ebook giveaway to public libraries in North America via an OverDrive sweepstakes that can be entered by mail or by making a purchase on OverDrive. In addition to this giveaway, a special discounted ebook price will be available to libraries for the remainder of the centennial year—from August 13, 2019, through December 31, 2019.
- ### 4. New promotional materials – space-themed bookmarks
- a. Sent out a few weeks ago, from OverDrive
- ### 5. Review of current policies:
- a. Holds ratio 7:1 – we continue to purchase copies to get to this point, until we own 5 copies. Then, we stop. *Consider carefully on case-by-case basis.

- b. We could also change the holds ratio based on price: \$25 title, 4:1, \$50 title, 5:1, etc.
 - c. Recommendations purchased at 3:1
6. Review of spending:
- a. Audiobooks vs ebooks - DAC members indicate that they'd like to see more money put towards audio
 - b. In looking back 3 years (since January 2016), STLS has spent \$81,576.65 on audiobooks and \$249,640.56 on ebooks.
 - c. Selectors - Keep track of OverDrive sales - shop then!
 - i. Jan: New Year, new You: Up to 50% off
 - ii. Feb: Romance 25-50%
 - iii. May - YA
 - iv. June - Audiobooks
 - v. Aug/Sept - Back to school
 - vi. Dec - Holiday
 - d. Selectors - Make sure you subscribe to OverDrive newsletters - they send out notifications about these sales!
7. Weeding & OverDrive
- a. Our current auto-weed setup w/OverDrive:
 - Your plan will automatically weed titles that meet the selected criteria:
 - Titles are expired under any Metered Access lending model
 - Titles have no active holds
 - b. Caroline raised concern that titles were being weeded that should not be. This should not be happening - according to our auto-weed plan setup - only titles that have expired (metered access) are weeded - because if we don't weed them patrons will place holds on titles we no longer own.
 - c. No One Copy/One User titles are being considered in this plan.
 - d. This is just to help get in front of expired metered content. You are welcome to keep expired content on your site for patrons to place holds. The choice varies by library system. Also, you could always just un-weed a title and re-purchase it if you felt that it circulated well/ there would be interest in it, etc. All of these titles though have expired and there are zero available units.
8. Repurchasing expired titles w/holds
- a. Repurchasing expired titles that still have holds: Example, Wally Lamb "I Know This Much is True" - expired title with 1 hold still on it that's

unfulfilled. Title costs \$16.99. Do we repurchase? How will we decide in the future?

9. Loan periods in OverDrive

- a. Is there a way to have shorter loan periods for new items for, say, the first six months after they are purchased for the catalog? - No. Except through Lucky Day.
- b. Is it possible to make new items unrequestable/unholdable for a length of time? - In Lucky Day, yes.
 - i. Lucky Day lets you turn off holds and renewals for designated copies of your titles (changing the lending/ functionality of titles), then (optionally) promote them by creating Lucky Day-specific collections. Essentially, Lucky Day lets you allocate certain titles to not allow holds, and if you want shorter lending periods (only 7 days for example).
- c. Is there a way to have different loan periods by material type, i.e. new downloadable audiobooks vs. new eBooks? - Yes. Easily changed. We just need to decide as a group.
- d. Revisit our auto loan time for all OverDrive materials - currently set at 21 days, used to be 14 days

10. Digipalooza Academy Recap

- a. When will Libby be available for Kindle Fire - trying for years, no luck. Amazon won't play ball.
- b. Libby recommendations - hope to add this soon. OD is working on this. Trying to work it out for users that have multiple cards linked.
- c. Schedule curated collections to publish? No, but great suggestion. Use your OD rep to help with this. Your rep can publish these for you.
- d. On Libby, the star ratings - Libby users do not post these reviews. The ratings come from the OverDrive website.
- e. Slides are available - Erika is happy to share them.

11. Cost share - questions/concerns

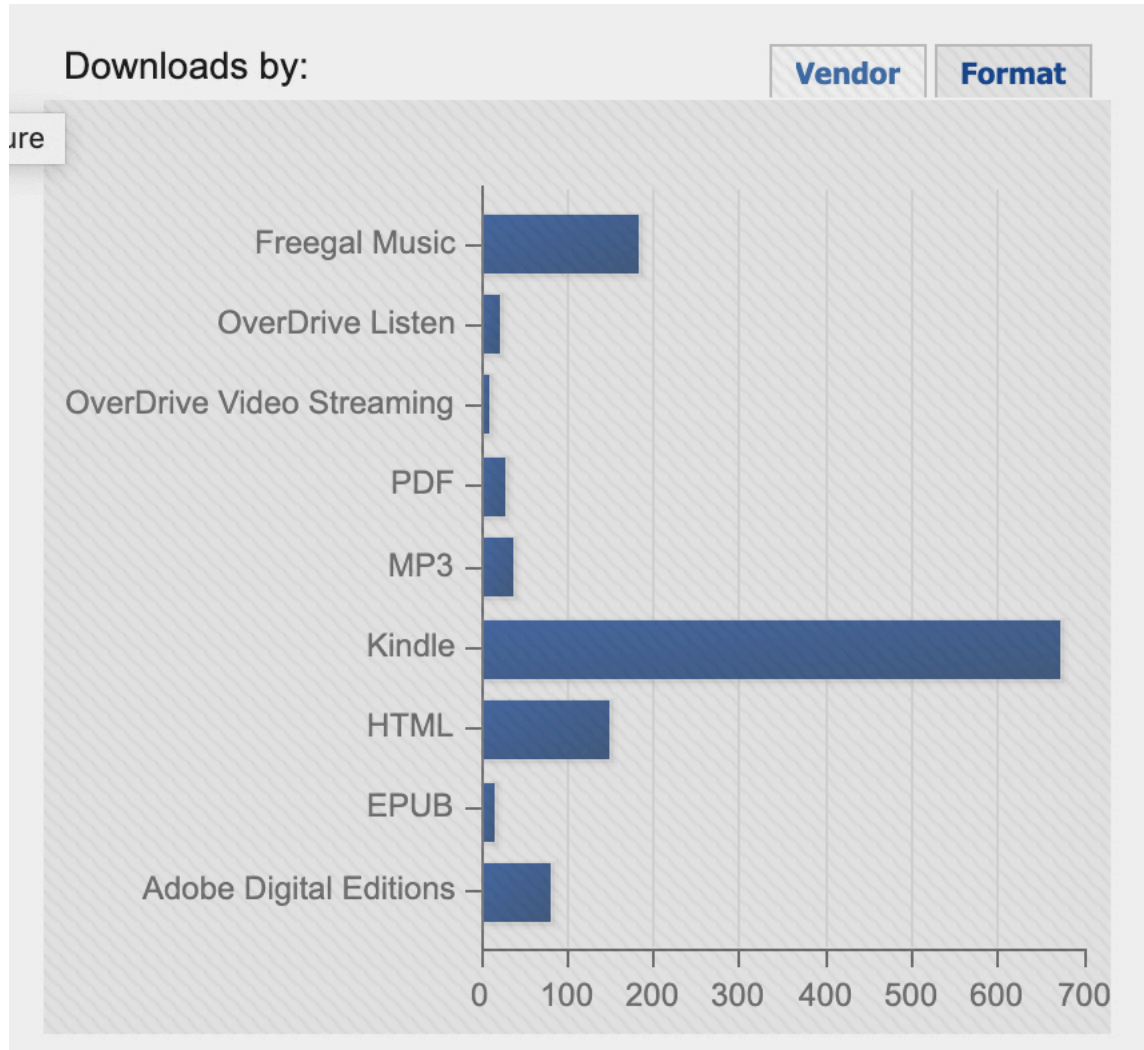
12. Freegal in STARCcat

- a. 251 Freegal songs were downloaded from STARCcat in the last month (of 19,146 total downloads since 2013 - Freegal was added to STARCcat in June 2019)
- b. 18,730 titles were downloaded from OverDrive through STARCcat since 2013
- c. Other places downloaded from include Open Library and Project Gutenberg
- d. Graphs showing the last few months of activity below

13. Upcoming DLAG meeting dates:

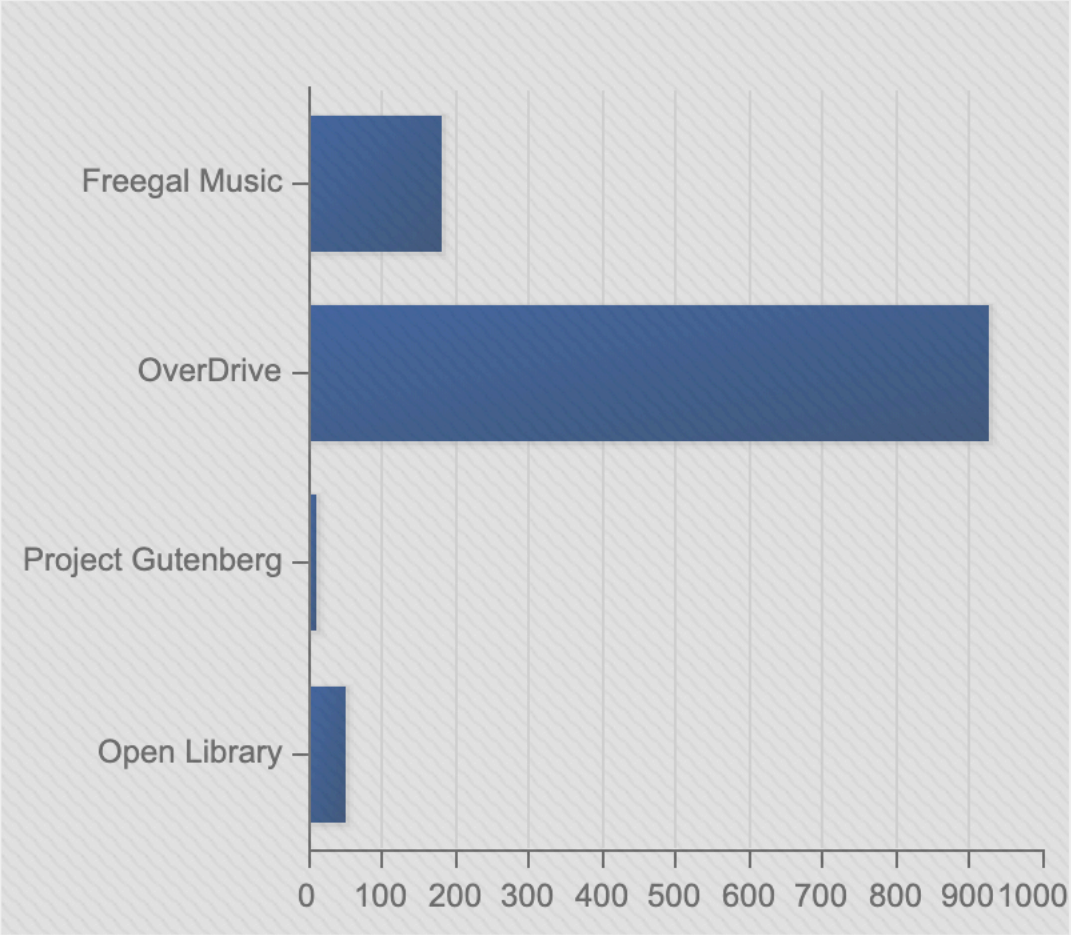
- a. Monday, November 18th, 1:00pm
- b. Monday, February 10th, 1:00pm

Freegal in STARCcat



Downloads by:

Vendor Format



Response from OverDrive:

It is possible! Under the [Admin tab > Library site admin](#) section of Marketplace, you can adjust lending periods by format.

Lending periods

For each format, select lending period options, then the default lending period.

Ebooks

- 7 days
- 14 days
- 21 days

Default: 14 ▾

Audiobooks

- 7 days
- 14 days
- 21 days

Default: 14 ▾

Videos

- 3 days
- 5 days
- 7 days

Default: 7 ▾

Magazines

- 7 days
- 14 days
- 21 days

Default: 21 ▾

SAVE

We have recently enabled a feature that lets you apply different loan periods to specific titles.