

**Adult Services Advisory Council
March 2011 Meeting Notes**

Attendees:

Jo-Ann Benedetti (UHLS), Laurie Burns (TROY), Mary Coon (APLM), Kathy Earle (GUIL), Suzanne Fisher (VOOR), Margaret Lanoue (GUIL), Corey Murray (GUIL), Joe Nash (COLN), Lois Papp (EGRN), Amy Peker (CAST), Frank Somers (BETH), Judith Wines (ALTM),

The attendees introduced themselves.

OverDrive News

J. Benedetti provided printouts of the following:

- Letter to OverDrive Partners from Steve Potash (white)
- HarperCollins eBook Lending Model (green)
- A message from OverDrive on HarperCollins' new eBook licensing terms (yellow)
- Open Letter to HarperCollins (blue)
- LJ Article Dated March 1, 2011 (orange)

The Council reviewed and reacted to the new eBook and digital licensing terms from OverDrive. Although the news of HarperCollins titles having to be "re-purchased" has been getting all the press, it is also worrisome that Overdrive will "review and audit policies regarding an eBook borrower's relationship to the library." Additionally publishers that work with Overdrive want to "ensure that sufficient copies of their content are being licensed" by consortia.

A lively discussion ensued.

Although the first reaction by many was to boycott HarperCollins, S. Fisher brought up that our customers may be angry if they can't get something popular (such as Janet Evanovich) from their local library. A. Peker and J. Wines said that e-content is so popular now that library customers will take out anything. F. Somers said that if the library does not have the book they want, the customer will simply buy it. S. Fisher commented that if libraries boycott HarperCollins, it will be advantageous for HarperCollins because people will simply buy the electronic content anyway.

M. Coon said that she recently spoke with Baker and Taylor's new sales rep and he indicated that Baker and Taylor will cut into Overdrive's market soon. Stay tuned.

The group agreed that there was no easy answer, but a suggested boycott of HarperCollins was repeatedly mentioned. In order for any response to have an impact, it would have to be statewide, as losing the revenue from UHLS would be insignificant to HarperCollins. J. Benedetti said she knew that the issue was brought up at PULISDO.

It is thought that the proposed "auditing" of policies regarding a borrower's relationship to the library is meant for larger consortiums such as New York Public and the California State System. However, it could impact our borrowers who, for example, may be on vacation or otherwise outside of the service area. Would the proposed changes impact these people? Without more information, it is good to be mindful that changes are coming.

Collection Development for eContent

Currently there is no defined collection development policy. Back in 2005 when we first purchased eContent, we had some loosely defined rules (such as, we would not purchase abridged books), but since then we have not adhered to any System-wide policy.

Each library talked about its own philosophy (i.e. purchasing fewer titles, but more formats; using a pre-determined ratio to purchase second copies; looking at the Baker & Taylor standing order list, etc). The group thought that current statistics are hard to read. Although there is a greater number of holds on eBooks, there are also fewer titles available. Additionally, we know that people are downloading anything they can find in order to practice with their readers, regardless of their true reading interest - which we expect would emerge more accurately later

After much discussion the following suggestions to the Directors Association were agreed upon:

1. Collection development for eContent should mirror the collection development policy of each member library.
2. Every member library in the System should purchase some eContent.
3. Libraries should purchase unabridged content if possible.

The shared collection should cover the "big lists": New York Times bestsellers, award winners (ie Audi Awards), school reading lists and popular book discussion titles, but this should fall within the individual libraries' guidelines.

Additionally, for the short term, the member libraries should beef up eBook holdings and YA titles in all formats.

Maximum Access titles are problematic. Although easy to order, they are difficult to maintain, and we now have hundreds of titles that need verification / deletion in Horizon. If individual libraries had to maintain the cataloging record, they would not order Maximum Access titles. The annual purchase of this relatively small number of temporarily owned titles by various libraries would make for a disproportionate amount of cataloging work involving impractical coordination with multiple libraries renewing/canceling the same titles on varied schedules, some adding, some deleting.

The group suggested that UHLS not put Maximum Access titles in Horizon.

Question was asked if we can determine how many people download eContent by going directly to UHLS' OverDrive page, and how many come in from Horizon? J. Benedetti said she would follow up.

Other

A short discussion on Freegal. M. Coon and M. Lanoue described the service. During the first month offering Freegal, APL had 998 downloads.