



UHLS ad hoc Committee on E-Content Collection Development

Meeting minutes - Approved

4/4/12

Members in Attendance: Amy Pekar (CAST) - Chair, Jo-Ann Benedetti (UHLS), Richard Naylor (COLN), Julie Zelman (BRUN), Barbara Nichols Randall (GUIL), Tim Burke (UHLS) - ex officio non-voting

Note - Tasks are highlighted in bold

- 1) A. Pekar called the meeting to order at 9:04am.
- 2) The committee reviewed the minutes from the 2/22/12 meeting. J. Zelman made a motion to approve the minutes as presented. R. Naylor seconded the motion. The motion passed unanimously.
- 3) J. Benedetti announced that UHLS has been invited to be a pilot site for Overdrive's new interface - the WIN Catalog. She said that we would be one of the first consortia to switch to the WIN catalog and she showed active sites from NYPL, Boston PL, and Cuyahoga (OH) PL who are already active pilot sites. T. Burke explained that based on his discussions with J. Benedetti he was planning to accept the invitation to join the WIN program, but wanted to hear what the committee thought about it first. J. Benedetti described the major features of the new interface:
 - *Recommend to Library* - allows UHLS cardholders to make recommendations for new titles to add to the UHLS collection, including the ability to be notified when a title is ordered and to be placed on the request list of the title when it is available for circulation. All recommendations will come to Jo-Ann who will forward them to the home library of the requesting patron.
 - *Buy it Now* - allows users to leave the UHLS site and link to a selection of online booksellers (including the Indie Network of independent booksellers) so they can purchase e-content titles for themselves that they want immediate and/or permanent access to. Each purchase made using any of these links will result in a content credit of 6% of all sales going back to UHLS to purchase additional titles from Overdrive for the UHLS collection.

- *Book/Author/Member Library banner ads* - the WIN catalog will feature ad banners for publishers who make their content available to libraries through the Overdrive platform. These ads will include hot new title announcements, promotion of author speaking tours at libraries, links to author Facebook pages, etc. UHLS will also be able to post member library ads announcing their own upcoming programs and events which will be intermingled with the publisher ads. In the pilot phase of the WIN catalog the publishers are not being charged for these ads, but they will be charged when WIN is standardized. When those charges take effect the Overdrive client (UHLS) will receive content credit for the publisher ads on their site. Overdrive will also continue to maintain ads for themselves on the UHLS site. The distribution of the various ads is set at 60% publisher ads, 20% library ads, and 20% Overdrive ads.

The committee was generally in favor of joining the pilot asap. They discussed several concerns regarding the advertising feature and the creation of the member library ads. They felt strongly that UHLS/member libraries need to see all patron recommendations before any content is purchased for the collection. They discussed how the recommended titles would be purchased and where the \$ would come from. The group agreed that J. Benedetti would serve as the contact for all recommendations and she would forward them to the home library of the requestor for a purchase decision. There was some discussion of the how to involve the central Library in the purchase of recommended titles as well. A.Peker expressed reservations about “sending library patrons away from our site” to other sites to buy books, but did see that UHLS/Member libraries get a benefit from the sales. The committee made several design/layout recommendations:

- The Buy it Now box /link should be “above the fold” so it is visible upon first bringing up the catalog.
- The main search boxes which are now located along the left hand side of the screen should be relocated to across the top of the screen.
- Less “prime real estate” across the top of the screen (just above the featured content images) should be used identifying it as UHLS’s collection, because patrons already know that.

J.Benedetti will explore these changes with Overdrive.

R. Naylor made a motion to support the decision of UHLS to join the WIN pilot program as soon as it can be arranged with Overdrive. B. Nichols Randall seconded the motion. The motion passed unanimously.

4) The committee continued its discussion of the format and details of the E-content Collection Development Guidelines document.

A. Introduction - which would include the principles already adopted and language to reinforce the importance of everyone making contributions to the e-content collection - This is already essentially complete using the previous work of the committee.

B. Contribution to the collection - which would include the minimum contribution chart as adopted and the formula used to create the chart - This is already essentially complete using the previous work of the committee.

C. Collection Development Responsibilities - This needs further discussion to be developed for the document. The committee felt that no coordination would be needed for member libraries to develop the fiction collection, but we may want to consider recommending a coordinated collection development system for non-fiction. B. Nichols Randall suggested using the Horizon Dewey report for non-fiction to see the collection strengths at member libraries. R. Naylor said that he would share the list of non-fiction subject categories that he uses with the committee.

D. Central Library responsibility - The use of automatic lists (NYT BS, Most Popular lists from Odrive, etc.) would be a good start along with the holds trigger point which orders additional copies based on a selected # of holds. Currently APL is using 6 - 1 as its automatic trigger point.

E. Reporting requirements - UHLS will generate and send out a regular (quarterly?) report to the member libraries which would included among other statistics: % checked out / # of copies, member library ordering report (how many titles ordered, how much \$ spent, etc.) , a central Library ordering report (how many titles ordered, how much \$ spent, etc.). The committee would suggest additional stats for this report.

F. Collection Development strategies for e-content - This information can be extracted from the committee minutes and supplemented by additional input from the committee and the members going forward.

G. Permanent E-content Advisory Council - The committee discussed this question and felt strongly that there was a need for a permanent advisory council to deal with e-content. It should include a representative from the Central Library and be open to library staff involved in e-content collections/collection development at member libraries (ie. "not just directors").

T. Burke and J. Benedetti will draft a framework for this report in advance of the next committee meeting.

- 5) A date for the next meeting was discussed and it was determined that the next meeting would be held on Wednesday 5/2 at 9:00am in the green conference room at UHLS.
- 6) The meeting adjourned at 11:20am.